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# BROADCASTING

combined with

## Broadcast Advertising

Published Semi-Monthly • Vol. 5 No. 8

WASHINGTON, D. C.
OCTOBER 15, 1933

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy


THE JOHN CRERAR LIBRARY


# SOMEBODY ASKED

## ABOUT WCCO

RADIO SALES had the figures. Had *all* the figures. And here is just part of the report given to the "spot" advertiser who asked for *definite* information about this one market.

*(On Page 35 you will find a complete list of RADIO SALES' stations for which similar facts are available.)*

**COVERAGE:** Detailed map submitted: 115 counties in *guaranteed* Primary Listening Area; 598 counties in Secondary Listening Areas.

**IN PRIMARY LISTENING AREA ONLY:**

| | | | |
|---|---|---|---|
| POPULATION | 3,175,027 | RADIO LISTENERS | 1,610,100 |
| TOTAL FAMILIES | 754,211 | TELEPHONE HOMES | 473,190 |
| RADIO HOMES | 447,250 | PASS. AUTOMOBILES | 730,180 |

**COMPARATIVE POPULARITY:**
WCCO—FIRST choice of 60.1% of local audience
Second Station received only 37.4% of the votes.

**SIZE OF REGULAR AUDIENCE:**
94.4% of local audience listens
*habitually* to WCCO

Only these facts give you a chance to buy "time" on the basis of actual value. Get them from . . .

RADIO SALES
INCORPORATED
485 Madison Ave., New York • Wickersham 2-2000
410 N. Michigan Ave., Chicago • Whitehall 6000


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# Your Objective is

# RESULTS

In the last analysis, a station's coverage, its power, its popularity are merely sign posts to guide you. Your objective is RESULTS. From a common sense angle, the station to "do a job" for you in a given market is the one which has a year-in and year-out record of producing tangible results; of actually increasing its clients' sales.

Indications of coverage are important; we can give you fairly exact pictures based on mail response. Power is a factor; we can show you how the stations we represent are adequately equipped in this respect. Popularity is significant; we can name programs which instantly denote leadership.

But, most important, we can go over our records and detail outstanding successes which advertisers have achieved. Their experiences are the surest measurements you can use.

For your convenience, it is only necessary to contact the office nearest you for information about one or all of the seventeen leading stations in eleven major markets.

**NBC LOCAL SERVICE BUREAU**
NEW YORK • CHICAGO • SAN FRANCISCO
Representatives at all seventeen stations

| WEAF & WJZ | WBZ | WBZA | WGY | WRC & WMAL | KDKA |
|---|---|---|---|---|---|
| New York | Boston | Springfield, Mass. | Schenectady | Washington, D. C. | Pittsburgh |

NBC 12-32M-9-33

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO WEAF WJZ WRC WMAL WBZ WBZA WGY KDKA WTAM
FROM WMAQ WENR KOA KYA KPO KGO KGA KEX
Lloyd C Thomas, New York

DATE October 5, 1933
SUBJECT RESULTS ON OUR STATIONS

To give you all an idea of the way we are getting results for advertisers on all of the stations we represent, I am setting down in brief form a few experiences picked at random.

WMAQ-CHICAGO

21,427 letters were received in answer to three announcements requesting a statement of opinion regarding a certain program. The letters came in in five days and expressed in no uncertain terms the interest which the program was arousing.

WGY-SCHENECTADY

A single announcement sold $2,118 worth of fur coats in two days. Shoppers within a hundred mile radius of Schenectady came to the store to look and buy "the special" advertised only over station WGY. In view of the fact that the sale was held the end of March the results are especially significant.

KOA-DENVER

A grocery store announced that anyone coming into the store that morning would be given a gallon of cider free. In less than an hour over three hundred people called at the store. The grocer called the station asking them to make other announcements calling off the cider offer. The original announcement was at 7:30 in the morning.

WTAM-CLEVELAND

A bakery company offered a special during the Thanksgiving and Christmas season. The special was a fruit cake which sold for $2.00. Without mention of price, 42,000 cakes were sold. Most of these were mailed to points in Ohio and surrounding states after people had written to the company to inquire the price of the article advertised.

WBZ-WBZA-BOSTON & SPRINGFIELD

A letter from a shoe retailer says:

"As you know, we are operating five stores in Boston, Springfield, Worcester, Hartford and Providence and we find on a check-up that we are getting a very sizeable listening audience in every city. It is very surprising to us, since we did not expect a great deal from the cities outside Boston and Springfield."

KDKA-PITTSBURG

Broadcast advertising was used in promoting a Tulip Show. From the point of view of attendance the show was a smashing success. On one day over 30,000 people attended. Foreign license plates on parked cars were numerous. One woman from Michigan who picked up the broadcast made a special trip to Pittsburg to see the show and was so impressed that she called friends back home urging them to come on.

WRC-WMAL-WASHINGTON D C

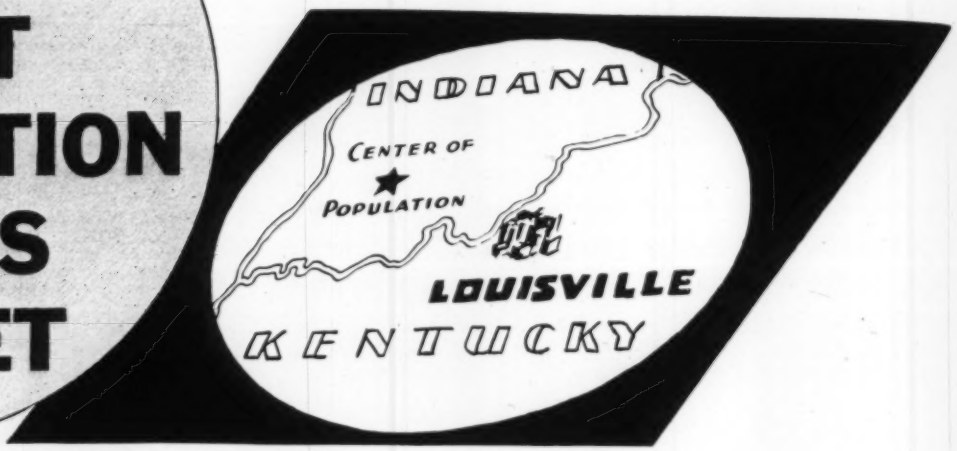
According to latest information from these stations about 95% of the local radio advertisers in the Washington territory are using WRC or WMAL. This is a record to be proud of.

Lloyd C Thomas
Manager NBC Local Service Bureau

# THESE STATIONS *Get* THEM

WTAM Cleveland · WMAQ & WENR Chicago · KOA Denver · KPO, KGO & KYA San Francisco · KGA Spokane · KEX Portland, Ore.

# WHAT ABOUT COMPETITION IN THIS MARKET




**POWER**
**AUDIENCE**
**POPULARITY**

## *Only One Station in this Section Offers You All Three*

**25,000 WATTS**

●

**CLEARED CHANNEL**

●

**FULL TIME**

●

●

**BASIC CBS STATION**

●

Affiliated With the
Center of Population Group

●

●

Represented Nationally By
**EDWARD PETRY & CO.**
New York, Chicago, Detroit,
San Francisco, Atlanta

WHEN you address your radio message to the Middle West there is only one station through which you can adequately reach the Greater Louisville Market. WHAS alone can do your job in Kentucky and Southern Indiana, because it is the only high-powered, cleared channel station in this area.

For more than eleven years this old standby, which is owned and operated by The Courier-Journal and The Louisville Times, has dominated this section of the Middle West. During that time it has built prestige and acquired a vast audience of faithful listeners which number in the millions.

Specify this station if you wish to be assured of reaching buyers in the rich Ohio Valley.

820 Kilocycles **WHAS** 365.6 Meters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BROADCASTING
and
Broadcast Advertising

VOL. 5 NO. 8 WASHINGTON, D. C. OCTOBER 15, 1933 $3.00 PER YEAR—15c A COPY

# NAB Meeting Launches New Business Era

By SOL TAISHOFF

## Successful Parley Keeps Broadcasters Apace With Times; Urges Transcription Ruling; Considers Code, Copyright

PLEDGING themselves to a program of sound and ethical management in consonance with the objectives of the NRA, more than 300 delegates to the eleventh annual convention of the NAB concluded their four-day session at White Sulphur Springs, W. Va., Oct. 11, with the feeling that they had accomplished more for their own economic welfare than at any previous convention in broadcasting history.

According to charter members, it was the most successful convention ever held by the NAB, following the most active year the trade association ever has experienced because of the swift movement of events both as they have affected business at large and the broadcasting industry in particular. Optimism over business prospects for the current season was generally expressed, and actions were taken with a view to accelerating placement of spot business with stations.

RENAMED—Alfred J. McCosker, WOR, left, was reelected for a second term as president of the NAB by unanimous vote. Philip G. Loucks, below, was chosen by the board unanimously to continue as managing director.

### Slate of Officers:

RELUCTANT to change leadership at this time, particularly in view of the record achieved by the NAB's officers since the last convention, the delegates returned to office the entire official slate, with the exception of Arthur B. Church, KMBC, Kansas City, who was succeeded as treasurer by Isaac D. Levy, WCAU, Philadelphia. Mr. Church was elected to the board of directors.

At the helm of the NAB during the coming year is Alfred J. McCosker, WOR, Newark, the man who has guided the association's destinies since the convention last year. He was reelected by unanimous vote.

Also reelected as vice presidents were Leo J. Fitzpatrick, WJR, and John Shepard, III, Yankee Network. Philip G. Loucks won unanimous reappointment for his fourth term as managing director by the board of directors, after high tribute had been paid to the conduct of his office during the preceding year.

Reelected to the board of directors are William S. Hedges, KDKA, former president, and H. K. Carpenter, WPTF. Newly

elected directors are Mr. Church, F. M. Russell, Washington vice president of NBC, and I. R. Lounsberry, WGR and WKBW.

By resolution, the NAB committed itself to prompt eradication of business practices long deemed inimical to the best interests of the industry, wiping out such repugnant dealings as acceptance of "per inquiry" business, acceptance of commercial programs on a sustaining basis, deviation from rate cards and lottery programs.

Of paramount importance with respect to placement of spot business was the adoption of a resolution urging the Radio Commission to alter its present regulations requiring electrically transcribed programs for broadcasting be announced as such, so that a transcription may be announced merely as a production of the concern making the program. How the Commission will act, of course, is problematical; but favorable action, it is felt, would open up a large volume of transcription business heretofore denied the industry because of the stigma of the "canned music" announcement.

Earlier in the convention, the commercial committee had recommended that the announcement requirement be eliminated altogether in the case of transcriptions. In closed session on the concluding day, however, the modification was agreed to after much debate, in which opponents of the blanket removal said such action would invite trouble with labor and also would smack of fraud on the public. With the amended announcement finally approved, it was pointed out, the transcription would carry an announcement such as "This is a presentation of the Blank Broadcasting Co.", filling in the name of the producer of the transcription.

### NAB Officers, 1934

**President**
Alfred J. McCosker, WOR

**Vice Presidents**
Leo Fitzpatrick, WJR
John Shepard, III, WNAC-WAAB

**Treasurer**
Isaac D. Levy, WCAU

**Directors Elected**
Arthur B. Church, KMBC
Frank M. Russell, WRC-WMAL
H. K. Carpenter, WPTF
I. R. Lounsberry, WGR-WKBW
William S. Hedges, KDKA

**Directors Continued**
Henry A. Bellows, WCCO
Quin A. Ryan, WGN
E. B. Craney, KGIR
Walter J. Damm, WTMJ
J. Thomas Lyons, WCAO
Lambdin Kay, WSB
I. Z. Buckwalter, WGAL
J. T. Ward, WLAC
W. W. Gedge, WMBC
Leo B. Tyson*

*Formerly of KHJ, recently resigned.

### ASCAP Battle Intensified:

THAT the war against ASCAP will be intensified rather than abated was made evident by the NAB action on this all-important issue. After listening to inspiring addresses by Mr. Levy, newly elected treasurer, and Joseph C. Hostetler, of the law firm of Newton D. Baker, NAB copyright counsel, as well as to Oswald F. Schuette, NAB copyright director, the membership responded enthusiastically to the call for an anti-ASCAP war-chest. Many stations pledged to the NAB 10 per cent of the monthly royalty remittance to ASCAP to carry on this fight.

Still smarting under the sting of the extortionate 3-4-5 per cent contracts, plus sustaining fees, invoked upon stations more than a year ago, the stations were told that this tribute would be increased many fold after 1935 unless ASCAP is broken up before that time. The present contracts, which stations were forced to accept under threat of withdrawal of ASCAP music from the air in September, 1932, provided for a 3 per cent royalty on gross receipts of



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stations for the first year, 4 per cent this year, and 5 per cent next year, plus arbitrarily fixed sustaining fees.

The biggest shot yet fired at ASCAP is the suit of WIP, Philadelphia, filed by the Baker firm, for dissolution of the music trust as an illegal monopoly, the delegates were told. But they were given added hope in the disclosure that both the Department of Justice and Federal Trade Commission are progressing in their investigations of ASCAP, which ultimately may result in the filing of anti-trust suits.

The pending NRA code for the broadcasting industry came in for a large share of the discussion. The association, following an explanation of the code by John W. Guider, Washington attorney, and NAB code council, adopted a resolution urging the absolute necessity of a 48-hour minimum week for broadcast operators and control men, since stations must operate full schedule to serve the public and since broadcasters would suffer disastrously if shorter hours were invoked.

### The Tugwell Bill:

THE so-called Tugwell bill, which would place stringent restrictions upon food, drug and cosmetic advertising, led to the adoption of a resolution recording the NAB as definitely opposed to enactment of such legislation unless far-reaching changes are made in the pending measure.

In addition to the more than 300 broadcasters, the convention was attended by an unpredecented number of agency officials, station representatives and others identified with the business of broadcasters. Talk of the formation of new groups of stations to serve particular markets permeated the convention, and there was considerable turnover of new accounts.

Food for thought about exclusive representation of stations and payment of only single commissions for production of business was injected by John Benson, president of the American Association of Advertising Agencies. This organization already has endorsed exclusive, as opposed to general, representation, and Mr. Benson said he thought the former would inevitably become the general practice.

Television won a place in NAB activity with the adoption of a resolution for the appointment of a television committee to study its status and the place it ultimately is destined to hold in the broadcasting realm. Action came after John V. L. Hogan, consulting engineer, had expounded on the progress made with both television and facsimile transmission and urged broadcasters to interest themselves in it as the logical associate of commercial sound broadcasting.

### Message from President Roosevelt

**Alfred J. McCosker, President**
**National Association of Broadcasters**
**White Sulphur Springs, West Virginia**

**I extend to you and to the members of the National Association of Broadcasters assembled in convention at White Sulphur Springs my heartiest greetings Stop Your organization stands for a young but tremendously important industry Stop I know this convention will carry forward another year of successful achievement and assure you that you have my good wishes.**

**FRANKLIN D. ROOSEVELT**

**DR. LEON LEVY—Winner of the trophy awarded by BROADCASTING Magazine in the golf tournament at White Sulphur Springs.**

### Sykes Opens Conclave:

IN ACCORDANCE with established NAB custom the convention opened with an address by the head of the Radio Commission. Chairman Sykes, the speaker, traced the development of radio since enactment of the Radio Act of 1927. It was first-hand information, for Judge Sykes has been a Commissioner since that agency's creation.

Without the remarkable strides of broadcasting, Judge Sykes asserted, the Radio Act of 1927 would have been unnecessary. He said the vast improvements in quality of both transmission and reception have done much to establish broadcasting as a major and indispensable mode of public service. Even synchronization, he said, gives promise of full success, and the Commission chairman visualized the day when it will go far toward relieving congestion in the broadcast spectrum.

"Some day", he said, "television will be perfected. I also believe that ways will be found to reduce the present 10 kc. separation between channels in the broadcast band. In fact, I decline to be surprised at any of these inventions."

Talking extemporaneously upon completion of his prepared address, Judge Sykes paid high tribute to the work of the NAB and to its officers. The Commission, he said, appreciates the problems confronting the industry and is confident that the NAB, under its "able leadership", will do its part

# Texts of Resolutions Adopted by NAB Convention . . .

### Broadcasters' Code

Resolved, that the NAB hereby indorses the work of its Code Committee in the preparation of a code of fair competition for the broadcasting industry, and specifically urges upon the Code Committee the absolute necessity for maintaining the principle of a 48 hour minimum week for broadcast operators and control men, on the ground that the long hours, seven days each week, during which this industry must operate as a matter of service to the public, makes it impossible for many broadcasters to continue in business except at a disastrous loss on the basis of shorter hours for operators and control men.

* * *

### Electrical Transcriptions

Whereas, the use of the electrical transcription method of broadcasting programs is generally accepted by both stations and by listeners, and has become an important economic factor in the operation of broadcasting stations, and
Whereas, there is definite evidence of serious loss in income to stations because of existing requirements that electrical transcription programs must be so announced, and
Whereas, there has been sufficient progress in the manufacture of electrical transcription programs that the reproduction of the majority of such programs is now generally considered as excellent, and
Whereas, the broadcasting industry would be greatly benefited by the removal of existing restrictions, therefore, be it
Resolved, that the NAB hereby respectfully urges the Federal Radio Commission to alter the existing regulations requiring that electrically transcribed programs made especially for broadcasting be so announced, so that such a transcription may be announced merely as a production of the concern making such transcription.

* * *

### Time Chiselers

Whereas, the practice of accepting "script" and electrically transcribed programs of a commercial character on a sustaining basis, is against public interest, convenience and necessity, and
Whereas, such a practice is unfair to legitimate buyers of broadcasters facilities, be it therefore,
Resolved, that the National Association of Broadcasters considers such business so accepted as constituting an unfair trade practice.

* * *

### Contingency Accounts

Whereas, the practice of accepting business on a "per inquiry" and "commission" or "contingent" basis has been widespread among stations, and is against public interest, convenience and necessity, and
Whereas, such practices are inimical to the best interests of broadcasting, and unfair to legitimate buyers paying card rates, be it therefore
Resolved, that the NAB considers such business so accepted as constituting unfair trade practices, and that furthermore, all business must be accepted only at card rates.

* * *

### Three Year Licenses

Resolved, that in view of the commitment now being required of every broadcaster under the terms of the National Recovery Act, it is a manifest injustice that this industry should be compelled to measure the existence of every one of its component parts in terms of not more than six months, and that, as a definite part of the national program of recovery and increased stability and confidence, the broadcasters are clearly entitled to the full term of license provided by Congress in the Radio Act of 1927; and this association hereby directs its officers and directors to present to the Federal Radio Commission its urgent request for action which will bring the regulations of that Commission in accord with the provisions of the law.

### Food and Drugs Act

Resolved, that while the NAB is eager to cooperate in protecting the public against exploitation through untruth or unscrupulous advertising, it believes that any legislation for this purpose must be reasonable and precise in definition, uniform in administration and fair in application, and therefore this association must record itself as definitely opposed to the enactment, unless on the basis of many and far-reaching changes therein, of the bills to rewrite the Pure Food and Drug Law now pending in both Houses of the Federal Congress.

* * *

### Copyright Campaigns

Resolved, that the NAB hereby approves the past action of its officers and directors in their effort to secure an equitable contract between the American Society of Composers, Authors & Publishers and the broadcasters, and hereby authorizes and directs officers and directors to continue such effort, and to raise all necessary funds for that purpose, in such manner as they may deem most effective.

* * *

### Coverage Surveys

Whereas, there is an insistent demand on the part of advertisers

*(Continued on page 37)*

THE LITTLE COLONEL LAMBDIN KAY-WSB BORN IN BKLYN. NY.
GUY EARL KNX
DON WITHYCOMB NBC
SAM PICKARD CBS
T.T. WHITE SULPHUR SPRINGS, W.VA.
BROADCASTING GOLF CUP
DOC LEVY WCAU
JOHNNY GILLIN WOW
SCOTT HOWE BOWEN
CENTRE OF POPULATION GROUP
JACK KAUFMAN WCAE
"BUCK" BUCKWALTER MASON-DIXON GROUP
DIXIE TAN
L.B. WILSON WCKY AND HIS TRICK HAT
LES FOX WSM
ERIC
BILL HEDGES KDKA
HARRY STONE WSM
HERLUF PROVENSEN WLBW
THE BROTHERS HOWLETT WHK AND WAIU
HARRY
CHARLIE HORN NBC
EDDIE COHAN CBS
LEE COULSON WHAS
M.A.
M.A. HOLLINSHEAD CAMPBELL EWALD
HUBBELL ROBINSON, JR. YOUNG & RUBICAM
CHARLIE GANNON ERWIN, WASEY
FRED GAMBLE 4 A's
NED MIDGLEY B.B.D.&O.

AFTER THE GAME—Lower, left to right: Frank M. Russell, NBC; Don Davis, WHB; Herbert Hollister, WLBF; William S. Hedges, KDKA; Robert D. Boniel, Edward Petry & Co. Upper left to right: Bond Geddes, Radio Manufacturers Ass'n; V. Ford Greaves, Federal Radio Commission; William H. West, KSD; Edward K. Cargill, WMAZ.

along with all other members of industry toward industrial recovery.

After a ringing salvo of applause for Judge Sykes and an expression of appreciation in the association's behalf by President McCosker, the latter read a telegram from Postmaster General James A. Farley expressing a wish for a successful convention and in behalf of the Democratic National Committee, of which he is chairman, thanks for the excellent cooperation the broadcasting stations are giving the administration.

In his opening address, President McCosker asserted that the past year has been the most progressive, in point of zealous activity and things accomplished, in the NAB's history. The previous convention at St. Louis, he declared, charted the most extensive program ever undertaken by the organization, but the association has been far from laggard in fulfilling it.

### McCosker's Address:

MR. McCOSKER spoke at length on the music copyright controversy with ASCAP. He cited the recent dissolution suit filed by WIP, Philadelphia, against ASCAP, through Mr. Baker's office, and with the assistance of I. D. Levy, Philadelphia attorney and official of WCAU. This suit, he asserted, is the "first really potent offensive" again ASCAP. Moreover, he pointed out, the Department of Justice and the Federal Trade Commission are inquiring into ASCAP to ascertain whether it is an illegal monopoly.

The association's gratitude for the work of Messrs. Baker, Levy and Schuette was voiced by Mr. McCosker. He thanked also James W. Baldwin, former secretary of the Radio Commission, who served as the NAB representative at the North American Radio Conference at Mexico City and who now is serving as industry advisor to the NRA on the broadcasting industry code.

Activities incident to the formulation of the code of fair competition for the industry were reviewed briefly by the president. He commended Mr. Loucks, John W. Guider, Washington attorney and NAB code counsel, and the code committee for their labors.

In conclusion, Mr. McCosker urged favorable action on the proposal for reduced dues for small stations. "I urge and confidently expect you will ratify this provision for minimum dues because it not only equips your organization to administer the code but should prove a valuable step toward solidifying the best interests of all broadcasters in the United States into one active, potent and constructive trade organization."

### Loucks Notes Expansion:

IN A CONCISE report of the year's activity, Mr. Loucks reviewed only the high spots of what he described as the "most active year in the history of the association." He left for other speakers reports on individual activities.

The membership, he said, has grown from 205 at the time of the St. Louis meeting to 276 now, an increase of 32 per cent. While the membership consists of less than half of the 600 licensed stations, the member stations do approximately 82 per cent of the gross business of the industry.

That the NAB within the next 90 days will strive to increase its membership to at least 70 per cent of the industry was made clear by the managing director. He said that minimum requirement has been indicated by NRA if the NAB is to administer the pending code.

Because of its enlarged scope, the association's expense during the current year has amounted to $46,390, as compared with $39,240 for the preceding year, Mr. Loucks stated. He brought out that expenses in connection with the copyright fight were paid from special contributions, which between Feb. 1 and Sept. 30 totalled $22,310, while expenses were $22,367.94.

### New Activities Cited:

MR. LOUCKS touched briefly upon the increase in the service functions of the NAB. During the year, he said, there was established a business index, in which 100 stations are cooperating, under Dr. Herman S. Hettinger, economist, who during the summer was with the NAB and who now has returned to his professorship at the University of Pennsylvania.

Under the supervision of J. C. McNary, NAB engineer, the engineering department of the association was expanded and much valuable technical work has been accomplished. During the year the A.A.A.A. and the NAB agreed to and approved a standard order blank for spot broadcasting. Sundry other services also were undertaken, he said.

As the NAB treasurer, Mr. Church, submitted the financial statement, showing that the association now has on hand $1,294.16, as against $2,190.14 at the same time last year. During the 11-month period preceding the convention, dues amounting to $38,345.93 were paid. He praised Mr. Loucks for his administrative judgment in handling the association's finances, declaring he had been instrumental in saving the organization "many thousands of dollars." He pointed out that the operating budget of the association has averaged $50,000 annually during the last two years and that the cost of operation has been well within the budget.

A call to broadcasters to unite in an offensive against unfair tax levies by federal and state governments upon broadcasters was sounded by E. M. Elkin, KDKA, Pittsburgh, chairman of the tax committee. This little-known but vitally important phase of radio was characterized by President McCosker as one of the most important issues confronting broadcasters.

Reviewing tax legislation since the inception of broadcasting, Mr. Elkin emphasized the importance of keeping close watch over legislation of this character. He urged that state committees, perhaps of two members each, be designated to watch their legislatures and report on all such measures, however indirectly related to NAB headquarters.

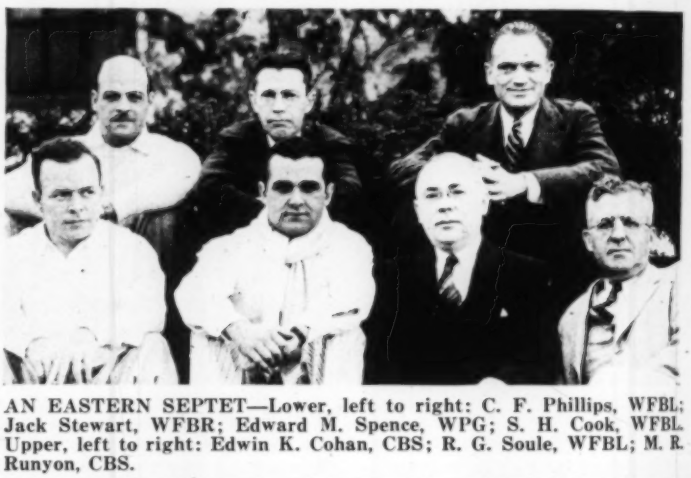
"It is better to nip in the bud proposals for unfair tax legislation", he asserted, "than to take the matter into court after they become law."

An amazing disclosure by the speaker was an analysis showing that 400 tax bills were introduced or passed by state legislatures or by Congress during 1933. He cited one act which was promulgated in Oklahoma last July, imposing direct taxes upon stations in that state.

### Action Urged on Taxes:

BROADCASTERS, Mr. Elkin said, have in their favor the clear-cut legal concept of the Radio Act that holds broadcasting is interstate commerce, and subject to the jurisdiction of Congress through its duly appointed licensing authority. The industry, he warned, should give close scrutiny to all tax matters, particularly in view of bills introduced in the last session of Congress seeking legislation which would give the states added power to tax. Broadcasting unquestionably is intended to fall

DISTINGUISHED GROUP—Left to right: Glenn Snyder, WLS; Miss Margaret Jessup, McCann-Erickson, Inc.; J. T. Ward, WLAC; Lewis Allen Weiss, WJR; Ernest B. Foote; C. U. Price, KFH.



AN EASTERN SEPTET—Lower, left to right: C. F. Phillips, WFBL; Jack Stewart, WFBR; Edward M. Spence, WPG; S. H. Cook, WFBL. Upper, left to right: Edwin K. Cohan, CBS; R. G. Soule, WFBL; M. R. Runyon, CBS.

within the purview of this projected legislation, he said.

Emphasizing that prompt action is essential, Mr. Elkin called upon broadcasters to serve notice upon their state governments that they will not be singled out as a "fertile field for collection of tax revenues."

Appointment of three special committees to bring in reports at the final session was announced by President McCosker. The nominating committee was delegated the task of bringing in a new slate of officers and nominations for six vacancies on the board. It consisted of Harry Howlett, WHK, Cleveland, chairman; Stanley Hubbard, KSTP, St. Paul; Roy Thompson, WFBG, Altoona; Leon Levy, WCAU, Philadelphia, and J. L. Kaufman, WCAE, Pittsburgh.

The Credentials Committee consisted of John Gillin, Jr., WOW, Omaha, chairman; LeRoy Mark, WOL, Washington, and W. P. Williamson, Jr., WKBN, Youngstown. Henry A. Bellows, CBS vice president, was named chairman of the resolutions committee. Other members are W. W. Gedge, WMBC, Detroit, and Edgar L. Bill, WMBD, Peoria, Ill.

**A BEAUTEOUS BEVY—Some of the wives of delegates, left to right: Mrs. L. B. Wilson, WCKY; Mrs. Frank M. Russell, NBC; Mrs. Duke M. Patrick, Washington, and Mrs. William S. Hedges.**

**HOWARD C. BARTH — Several times amateur champion of New York State, who was slated to meet George Lott in the regular White Sulphur Springs tennis tournament, only to have Lott default the match to him. Mr. Barth is manager of WSYR.**

### Engineering Session:

ENGINEERING discussions occupied the evening session Oct. 9, with widespread interest shown in television and facsimile transmission after the suggestion had been made by John V. L. Hogan that broadcasters get behind visual radio and nurture and develop it with the objective of becoming the "visual broadcasters." A resolution urging repeal of the Davis equalization amendment, modification of the quota regulations and horizontal increases in power along scientific and well-founded engineering principles was adopted after considerable discussion from the floor.

Dr. C. B. Jolliffe, chief engineer of the Radio Commission, opened the session with an extemporaneous address in which he praised broadcasters for making American radio from the technical standpoint, superior to that of any nation in the world. But he deprecated other practices prompted by overzeal on the part of many stations to achieve increased facilities without regard for engineering limitations or Commission regulations.

Many stations waste time and money at utterly hopeless hearings on applications which technically are impossible, he said. Stations all too often ignore the Commission's regulations, he said. He accordingly urged stations to "study their cases at home" before bringing them to Washington.

### Antennas Often Ignored:

IMPROVED COVERAGE, exceeding even the claims made in frivolous applications, often can be procured through improvement of antenna efficiency, Dr. Jolliffe asserted. He cited instances in which stations spend large sums on transmission equipment, studios, etc., but are prone to regard their antenna, the final distributing factor, as "two posts with wires strung between them." He recommended that broadcasters spend their money in getting the maximum results out of what equipment they have, rather than at some futile hearing, doomed before it begins.

Discussing the controverted quota issue, Dr. Jolliffe pointed out the Commission is bound by the Davis amendment and must adhere to the terms of the quota system it devised to comply with that law. If the industry thinks the Davis amendment is unjust, he declared, then it is up to the industry to unite in seeking a remedy.

The Commission, Dr. Jolliffe declared, cannot act in the capacity of consulting engineers for broadcasting stations but it stands ready and willing to cooperate with the industry as a whole and to work with committees of the NAB. Stations, he said, should have technical men of a high order who can participate in developing the technical phases of broadcasting.

Mr. Hogan's paper on visual broadcasting, reported elsewhere in this issue, provoked considerable discussion from the floor. Mr. Church, who himself operates an experimental television station in conjunction with KMBC, Kansas City, characterized the visual broadcasting status as of immediate and significant importance. He introduced the resolution, which won unanimous approval, for the appointment of the television committee to survey the visual radio field and to report promptly to the board of directors.

### Television Resolution:

THE RESOLUTION follows in full text:

Whereas visual broadcasting on medium frequencies has reached the stage of development which is supporting growing television program interest, and

Whereas, the NAB has a proper interest in providing adequate facilities including radio channels to broadcasting station owners for the rapid growth of visual broadcasting, including television and facsimile, and

Whereas, the radio-using public will be usefully served by the continuous growth of such stations:

Therefore, be it resolved, that the president of the association be and is hereby authorized and directed to appoint a special committee to be known as a "television committee" whose duty it shall be to assemble data from existing television stations and other sources concerning the performance characteristics and costs of visual broadcasting services, including television and facsimile transmission rendered on both medium frequency and ultra frequency channels together with extensions of such services reasonably to be expected, and to report thereon promptly to the board of directors.

### Resolution Raises Questions:

DR. GEORGE W. YOUNG, WGDY, Minneapolis, also an operator of an experimental television station, seconded the resolution motion. Paul Loyett, chief engineer of WOC-WHO, Des Moines, propounded a series of questions regarding television prospects, studio technique and transmitter requirements. He sought information on channels, stations which could be accommodated and prospective expenditures for television stations.

Direct answers were not forthcoming, but Mr. Church insisted that television development should not be delayed. Additional client expense incurred by possible use of sight entertainment in combination with sound is a natural economic question, he asserted. If the station does not give value for the expenditure, television will not survive. From his experiments during the last several years, Mr. Church declared he is convinced that visual broadcasting will make more rapid progress than even sound broadcasting "if given the chance."

Glenn D. Gillett, consulting engineer, foresaw certain fundamental questions destined to arise with television's commercial advent and suggested an advance attack. It would be wise, he said, to attempt to determine what percentage of the listeners will be disposed to give their undivided attention to television reception, as contrasted with sound reception, which does not require such attention.

Mr. Hogan ventured the remark that this would be no more serious with the television advertiser than with the sound advertiser. Stations will not be able to sell visual advertisers until they produce programs of merit that will command reasonable attention.

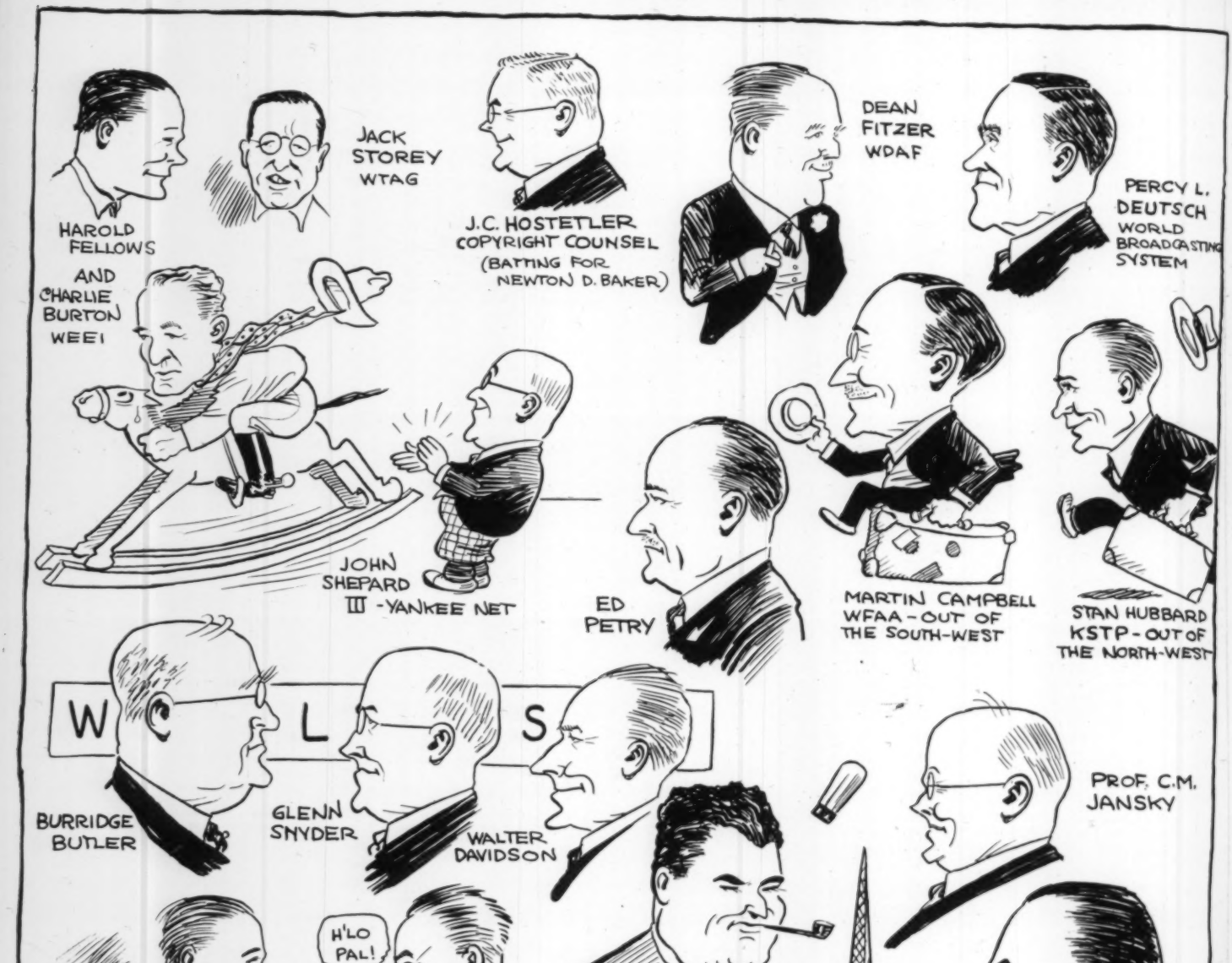
### Raps Davis Amendment:

ADOPTION of the Engineering Committee's report came only after a sharp colloquy as to whether

**THEY PREFERRED TENNIS—Left to right: J. A. Marquelin, Western Electric Co.; C. E. Midgely, Jr., Batten, Barton, Durstine & Osborn; Glenn D. Gillett, consulting engineer; Henry A. Bellows, CBS (who was leading the NAB tennis tournament when the pressure of convention business called it off); E. B. Craney, KGIR; Herbert Hollister, WLBF.**



XUM


HAROLD FELLOWS
JACK STOREY WTAG
J.C. HOSTETLER COPYRIGHT COUNSEL (BATTING FOR NEWTON D. BAKER)
DEAN FITZER WDAF
PERCY L. DEUTSCH WORLD BROADCASTING SYSTEM
AND CHARLIE BURTON WEEI
JOHN SHEPARD III - YANKEE NET
ED PETRY
MARTIN CAMPBELL WFAA - OUT OF THE SOUTH-WEST
STAN HUBBARD KSTP - OUT OF THE NORTH-WEST
W L S
BURRIDGE BUTLER
GLENN SNYDER
WALTER DAVIDSON
PROF. C.M. JANSKY
H'LO PAL!
L.A. BENSON
ABE HENDRY
WIL - THE BIG LITTLE FELLOWS
I.R. BAKER RCA-VICTOR
"SCOOP" RUSSELL NBC
JOHN V.L. HOGAN
CARL MEYERS WGN
JOE CHAMBERS WLW
"PLUG" KENDRICK WKBF
BILL WARREN KOMO-KJR
EARL GAMMONS WCCO
THORNTON FISHER
WHITE SULPHUR SPRINGS, WEST VA.

action should be taken on the convention floor or whether the resolution should be referred to the board of directors. With Joseph A. Chambers, chief engineer of WLW, in the chair, a motion by Mr. Church to amend the procedure and have the resolution referred to the board was voted down. Mr. Church suggested this course because only a portion of the NAB membership was represented at the meeting at the time.

In his report, Mr. Chambers reviewed the work of the committee on such matters as the proposed horizontal increase in power, technical advances that can be made on both transmission and reception, and the evils of the Davis amendment. In brief, his resolution, as adopted, demands repeal of the Davis amendment because it is unsound from a technical point of view and because the equality of service required in the amendment actually does not result from application of the specifications set forth in that law.

Until the Davis amendment may be repealed, the committee recommended that certain steps be taken to improve existing conditions. The committee decided, he said, that it is impracticable to promote any general plan for power increases on all local and regional stations. Each channel requires individual study because conditions are governed by the number, power, efficiencies and locations of stations on the same and adjacent channels.

"Public service may be increased by authorization of increased powers in cases where it can be demonstrated that through the cooperation of all the stations on the channel toward reducing interfering radiations in their territory and territory of stations in adjacent channels by application of proper antenna design", Mr. Chambers stated.

**HANGOVER?—"Absolutely not", says John F. Patt, WGAR, "just trying out the baths."**

### Resolutions on Quotas:

SPEAKING of the quota problems, Mr. Chambers said the existing quota system "is evidently based on the night-time interference capabilities of the various stations. The daytime interference conditions are not the same as those which exist at night. It seems possible to establish a different quota system for daytime operation. The establishment of a day quota system would remove the quota charges due to operation of daytime stations or increased day power from the night quota system and permit power increases in cases where interference is not involved."

The engineering resolution follows in full text:

Whereas, it is the opinion of the Engineering Committee of the National Association of Broadcasters that the Davis amendment does not permit an equitable allocation of broadcast service, and

Whereas, until such time as the Davis amendment may be repealed, improved public service may be obtained by increases in authorized power in cases where interference is not involved, and

Whereas, use of the method of determining operating power specified in the Commission's Rule 137 will, in general, permit most satisfactory use of licensed power and will permit benefits from improved antenna efficiency, and

Whereas, the existing quota system based on nighttime interference is not fully applicable to daytime conditions, and,

Whereas, more equitable charging of quota units may be realized by applying quota charges for clear channel stations to zones instead of states, inasmuch as clear channel stations are presumed to render service to widespread areas,

Be It Resolved: that the Engineering Committee hereby goes on record as being opposed to the Davis Amendment, and as favoring its repeal and the application of the original Section 9 of the Radio Act of 1927.

That as a means of improving public service until such time as the Davis amendment may be repealed it is recommended to the Federal Radio Commission that the application of Rules 74 and 75 be made more flexible to permit power increases in cases where interference is not involved, and

That the use of Rule 137 is recommended for the determination of operating power, and

That the Federal Radio Commission be requested to determine the possibility of a separate quota system for daytime operation, providing for the removal of quota charges due to daytime stations and to increased daytime power from the night quota charge, and

That the Federal Radio Commission be requested to modify the quota sys-

**SMILING WITH NBC—Left to right: Don Withycomb, NBC; John J. Storey, WTAG; L. B. Wilson, WCKY; Harold Fellows, WEEI.**

**YOUNG TURK—Bill West, KSD, insists this glum view of him in a Turkish bath is not the result of a "morning after."**

# Official Roster of NAB Convention Attendance . . .

FOLLOWING is the official registration list of those attending the eleventh annual convention of the NAB at White Sulphur Springs, W. Va., Oct. 8-11.

Adler, Ben, RCA Victor Co., Atlanta.
Aitkenhead, John, WADC, Akron, O.
Arnoux, Campbell, KTHS, Hot Springs, Ark.

Baker, I. R., RCA Victor Co., Camden, N. J.
Baldwin, J. W., NAB, Washington.
Barroll, Hope, WFBR, Baltimore.
Barth, H. C., WSYR, Syracuse, N. Y.
Bellows, H. A., CBS, Washington.
Bemis, W. H., Cleveland.
Benson, John, American Ass'n of Advertising Agencies.
Benson, L. A., WIL, St. Louis.
Bill, Edgar L, WMBD, Peoria, Ill.
Bisbee, F. C., Electrical Research Products, New York.
Bishop, F. L., KLZ, Denver.
Blair, J. P., Greig-Blair & Co., Chicago.
Bliss, S. H., WCLO, Janesville, Wis.
Bodec, Ben, VARIETY, New York.
Boniel, R. D., Edward Petry & Co., Chicago.
Bowen, Scott Howe, WIBX, Utica, N. Y.
Brandon, W. M., WOC-WHO, Davenport, Ia.
Breen, Marie E., New York.
Brennan, H. J., WJAS, Pittsburgh.
Brennan, K. H., WJAS, Pittsburgh.
Bridges, W. C., WEBC, Duluth, Minn.
Buckwalter, I. Z., WGAL, Lancaster, Pa.
Burke, Rev. Wallace, WWL, New Orleans.
Burton, C. W., WEEI, Boston.
Butler, Burridge D., WLS, Chicago.

Campbell, Martin B., WFAA, Dallas.
Cargill, E. K., WMAZ, Macon, Ga.
Carpenter, H. K., WPTF, Raleigh, N. C.
Carter, Mickey, Allied Broadcasting Corp., Hollywood, Cal.
Caulfield, S. W., WBNX, New York.
Chambers, Joseph A., WLW & WSAI, Cincinnati.
Chilton, A. L., KRLD, Dallas.
Church, Arthur B., KMBC, Kansas City.
Clancy, J. F., WTIC, Hartford, Conn.
Codel, Martin, BROADCASTING Magazine, Washington.
Cohan, E. K., CBS, New York.
Convey, Thomas Patrick, KWK, St. Louis.
Cook, S. H., WFBL, Syracuse, N. Y.
Cosman, J. V., Federal Telegraph Co., Paterson, N. J.
Coulson, W. L., WHAS, Louisville.
Craig, Norman, Scott Howe Bowen, Inc., New York.
Crane, J. B., BROADCASTING Magazine, Washington.
Craney, E. B., KGIR, Butte, Mont.
Craven, T. A. M., Washington (WPEN).
Crystal, Hank, Edward Petry & Co., New York.
Cunningham, F.W., New York.

Damm, Walter J., WTMJ, Milwaukee.
Davidson, Walter M., WLS, Chicago.
Davis, Don, WHB, Kansas City.
Davis, George W., Electrical Research Products, Inc., New York.
Davis, G. W., Willard Tablet Co., Chicago.
Deutsch, Percy L., World Broadcasting System, New York.
Dirks, D., KFAB, Lincoln, Neb.
Dowd, C. J., NAB, Washington.
Dyer, G. T., WGES-WSBC, Chicago.

Earl, Guy C., Jr., KNX, Los Angeles.
Eaves, A. J., Graybar Electric Co., New York.
Ellis, G. D., Free & Sleininger, Chicago.

Fellows, H. E., WEEI, Boston.
Fernald, Dan, Scott Howe Bowen, Inc., New York.
Field, L., Scott Howe Bowen, Inc., Chicago.
Fisher, Thornton, BROADCASTING Magazine, Forest Hills, N. Y.
Fitzer, H. Dean, WDAF, Kansas City.
Fitzpatrick, Leo, WJR, Detroit.
Flamm, Donald, WMCA, New York.
Flanigan, N. Y., WSPD, Toledo.
Foote, Ernest B., New York.
Fox, Leslie, WSM, Nashville.
Frieder, O. E., Willard Tablet Co., Chicago.
Fritz, C. W., WSUN, St. Petersburg, Fla.

Gamble, F. R., American Association of Advertising Agencies, New York.
Gammons, E. H., WCCO, Minneapolis.
Gannon, C. F., Erwin, Wasey & Co., New York.
Gavin, T., WEBC, Duluth, Minn.
Gedge, W. W., WMBC, Detroit.
Gillett, G. D., Washington.
Gillin, John J., WOW, Omaha.
Gish, E. B., KGRS, Amarillo, Tex.
Gleason, Mrs. Gertrude, Cleveland.
Gove, E. L., WHK, Cleveland.
Greaves, V. Ford, Federal Radio Commission, Washington.
Gregory, S. D., WBZ-WBZA, Boston-Springfield.
Greig, H. J., Greig-Blair & Co., New York.
Grubb, G. V., WKY, Oklahoma City.
Guider, John W., Washington (KHJ).

Halff, H., WOAI, San Antonio, Tex.
Hayes, C., WHBC, Canton, O.
Hedges, William S., KDKA, Pittsburgh.
Heinl, Robert D., Heinl News Service, Washington.
Hendry, A. B., WIL, St. Louis.
Higgins, H. C., New York.
Hoessly, H. H., WAIU, Columbus, O.
Hogan, John V. L., W2XR, New York.
Hollinshead, M. A., Campbell-Ewald Co., Detroit.
Hollister, Herbert, WLBF, Kansas City, Kan.
Hopkins, J. F., WJBK, Detroit.
Hopson, B. H., WAPI, Birmingham, Ala.
Horn, C. W., NBC, New York.
Hostetler, J. C., Baker, Hostetler, Sidlo & Paterson, Cleveland.
Howlett, M. A., WHK, Cleveland.
Howlett, Eric, WAIU, Columbus, O.
Howlett, Harry, WHK, Cleveland.
Hubbard, Stanley E., KSTP, St. Paul, Minn.

Jansky, C. M., Jr., Jansky & Bailey, Washington.
Jessup, Margaret E., McCann-Erickson, Inc., New York.
Johnson, J. A., WTAX, Springfield, Ill.
Jolliffe, C. B., Federal Radio Commission, Washington.
Jordan, R. B., WDBJ, Roanoke, Va.

Karol, John, CBS, New York.
Kaufman, J. L., WCAE, Pittsburgh.
Kay, Lambdin, WSB, Atlanta.
Kendrick, D. E., WKBF, Indianapolis.
Kercher, George A., Edward Petry & Co., Chicago.

Levy, Isaac D., WCAU, Philadelphia.
Levy, Leon, WCAU, Philadelphia.

(*Continued on page 23*)

tem so as to charge units for clear-channel stations to zones rather than to states, and

That this resolution be transmitted to the Board of Directors of the National Association of Broadcasters.

T. A. M. Craven, consulting engineer, moved adoption of the resolution after a talk from the floor in which he declared the proposal affords an opportunity for any station, regardless of size, to "do a job commensurate with its needs as long as no interference results." He declined to accept Mr. Church's proposed amendment for submission of the resolution to the board.

### Benson Sees Golden Age:

WITH Vice President Shepard presiding, the second day's session was opened by John Benson, president of the A.A.A.A. His address, published elsewhere in this issue, invaded the important fields of station representation and coverage surveys. Highly optimistic about business, Mr. Benson said advertising is "on the verge of a golden age." He advocated clean, common sense business practices and elimination of "chiseling."

The dollars and cents aspects of the convention first appeared with the presentation by the Commercial Committee of its report. With Chairman H. K. Carpenter, WPTF, Raleigh, presiding, four resolutions — two of them embracing highly controversial issues—were adopted.

The first surprise came when the convention, without a murmur of opposition, adopted a resolution condemning as unfair trade practices the acceptance of "per inquiry", "commission" or "contingent" contracts and acceptance on a sustaining basis of programs which are commercial in character. It resolved that all business should be accepted at card rates.

Opposition to this resolution had been anticipated, notably from small stations. Several mail campaigns against such a provision in the pending NRA code had been instituted during the last several weeks, and this issue had flared up at the code hearing in Washington last month.

### Disk Resolution Debated:

THREE other resolutions were adopted. The first instructed NAB, through a proper committee, to undertake a study of all sales costs, and the second stated that the NAB is of the opinion that a survey of potential coverage is basic and preliminary to any further surveys or measurements. The third urged the Commission to remove the existing regulations requiring that electrically transcribed programs made especially for broadcasting be so announced.

Prior to action on the latter proposal there was considerable debate. Warnings were sounded that such a step would invite trouble, if approved by the Commission, not only from labor groups but from the public. Failure to announce an electrical transcription as such has a tinge of "fraud", it was asserted.

In offering the resolution, Chairman Carpenter explained it was drafted after a heated five-hour session of his committee.

A motion that the resolution be adopted was made by Bryan Musselman, WCDA, Allentown, Pa., and was seconded by Harry Howlett, WHK, Cleveland. Earl Gammons, WCCO, Minneapolis, felt the resolution was too broad, since it opened the way, in many instances, for the broadcasting, without qualifying announcements, of cheaply retraced phonograph records under the guise of transcriptions for broadcast purposes only, particularly as sustaining features. He characterized this as "unfair competition" with live talent programs, produced at considerable expense.

Mr. Hedges admonished the convention to consider the effect of the resolution. He said it appeared to invite "a good deal of trouble" from labor groups, such as actors and musicians, as well as the public. "If", he asked, "as the resolution states, electrical transcriptions are acceptable to the public, why eliminate the announcement?"

Charles W. Burton, WEEI, Boston, expressed a similar view. He said he knew of two instances in which efforts had been made to eliminate announcements and that both were intended "to deceive the public." Hoyt Wooten, WREC, Memphis, declared some effort should be made to insure that only the "worthy" manufacturers of transcriptions be afforded the benefits of the resolution.

Responding to further questions, Mr. Carpenter said it had been deemed advisable to offer the resolution because in many instances advertisers refuse to use spot broadcasting while the transcription announcement is mandatory. They feel it "cheapens" the program, he said.

Action came after Mr. Howlett took the floor to state that spot broadcasting is a very definite part of broadcasting and that the problem is economic. The public, he said, does not object to the announcement. Those selling to advertisers encounter difficulties because the advertiser hesitates to buy such programs, he said. "The economic necessity in this situation", he said, "far outweighs the dangers. That is why I seconded the motion." Generous applause was given the speaker, and the motion for adoption carried.

### Units of Sales Practices:

FURTHER study of units of sale practices by the commercial committee during the ensuing year was recommended by Mr. Carpenter. Recommendation has been made, he said, that rate cards show quotations for 1-hour, half-hour, quarter-hour, five-minute, one-minute, and 100 words or less. Standardization of units of sale, sponsored by Mr. Church, was considered and referred for further consideration. Merchandising practices also were considered, without action, although procedure was recommended. A questionnaire to stations to ascertain merchandising methods was described, but it was emphasized that the committee's conclusions were presented simply for information.

After adoption of the coverage survey resolution, drafted by a committee headed by Martin J. Campbell, WFAA, Dallas; Father Wallace Burke, WWL, New Orleans, raised the question as to whether this would not be an undue hardship on the small stations. He explained that Jansky & Bailey already had made a coverage survey for his station. His fear was allayed, however, by Chairman Carpenter, who explained that the action was simply recommendatory.

The newspaper-radio situation was brought into the discussion mildly in connection with the anti-contingent contract resolution. After Mr. Hedges said he presumed that newspaper tieups with stations for broadcasts of news flashes were exempt from that portion of the resolution resolving against sustaining programs which are "commercial in character", Mr. Church raised the issue of rate concessions made by newspaper-owned stations when space is used in both the newspaper and on the air.

Following further discussion of the scope of the resolution, it was decided that the commercial committee should enumerate the specific types of programs which would fall within the limits of the restrictions and establish a set of standards.

### Bellows Discusses Libel:

THE QUESTION of the liability of stations for libel uttered over its facilities was raised by Father Burke, who pointed out a political campaign is nearing in New Orleans and requests for time over his station have been made. There likely will be "intemperately worded speeches", he said.

Mr. Bellows, as chairman of the legislative committee, read a telegram he had just received stating that the Nebraska libel case of last year, in which KFAB was held equally liable with the speaker for libel uttered over its facilities, would be reviewed by the U. S. Supreme Court, by virtue of a ruling of the Nebraska Supreme Court allowing such an appeal from its decision. Answering Father Burke specifically, he said the Nebraska decision still holds as the only legal ruling, and that stations must take precautions.

Mr. Shepard said that on his stations he employs a "rider" for contracted political time under which the speaker pledges he will not slander or libel anyone, and, that if he does, he will absolve the station.

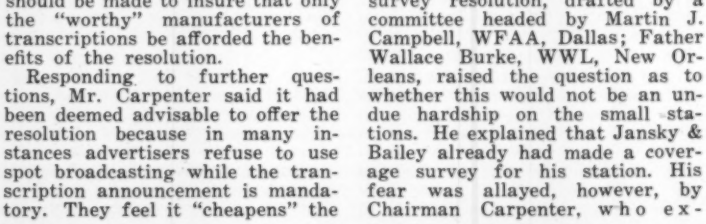
Mr. Bellows said the Nebraska decision will probably be agitated until a Supreme Court ruling is procured. Broadcasters who carry political speeches, now do so at their own peril, he warned.

Copyright was the order of the business at the night session on Tuesday. Mr. Schuette reviewed the copyright activity of the year. He was followed by Mr. Hostetler, whose informal manner of presentation and knack of driving home his points won over the audience. He told of the legal aspects of the copyright controversy in a thoroughly understandable way. Mr. Levy's dramatic call to battle against ASCAP concluded with a virtually unanimous vote favoring the voluntary assessment of 10 per cent of the amounts paid ASCAP monthly.

Mr. Schuette recounted "racketeering" tactics by ASCAP in the form of "threatening letters" to stations and even to station advertisers. He recited an instance in which a barbecue stand, sponsoring a weather report, was sent such a letter by an ASCAP field agent, who informed him that the station did not have an ASCAP license, and that the advertiser was liable for infringement of music copyright.

This same notice, he said, went to all other advertisers over the station and cancellations of contracts began to come in. "Certainly", Mr. Schuette stated, "ASCAP never intended to sue those radio sponsors. They knew that threats meant cancellations, and cancella-

**WESTERN CONVENTIONEERS—Left to right: H. G. Greig, Greig-Blair, Inc.; Guy C. Earl, KNX; William Warren, KOMO-KHJ; J. B. Blair, Greig-Blair, Inc.**



**A HAPPY TRIO—L. D. Fernald, Scott Howe Bowen, Inc.; E. S. Howlett, WHK; M. A. Howlett, WHK.**

tions meant the end of the station."

Describing this as a "challenge to the NAB", he declared that photostatic copies of this correspondence were filed with both the Department of Justice and the Federal Trade Commission for possible use in connection with anti-trust and dissolution suits against ASCAP. The new anti-racketeering unit of the department, as well as its anti-trust division, he said, is active in the investigation, which he predicted soon would culminate in action.

Mr. Schuette declared that if ASCAP should be dissolved by virtue of court or other action, the

NINETEENTH HOLE—Left to right: Ed Voynow, Edward Petry & Co.; Dr. Leon Levy, WCAU; Harry Stone, WSM; Lee Coulson, WHAS; J. Leslie Fox, WSM.

PIPE THAT HAT!—Left to right: Earl Gammons, WCCO; Walter J. Damm, WTMJ; John Shepard III, Yankee Network; Phil Meyer, KFYR.

question arises as to what broadcasters will do about their music supply. Broadcasting he said, should have a living supply of music which would relieve it of its dependence upon ASCAP, which has indicated it ultimately hopes to get from $5,000,000 to $20,000,000 annually from the broadcasting industry.

The Radio Program Foundation, formed at the last convention with the ultimate hope of becoming an exclusive music reservoir sufficiently broad in scope to make the industry self-sustaining as to music is but an embryo now, he said. The Ricordi catalogue, owned by the Italian house of that name, was procured during the year insofar as small right for radio are concerned, but he admitted this is only a beginning. Before an adequate pool can be established, he asserted, more music rights must be obtained and before it can rid the industry of the ASCAP menace, it must develop into a powerful program organization providing adequate music and transcriptions.

E. C. Mills, general manager of ASCAP was declared by Mr. Schuette to have ignored his pledge to a Congressional committee that ASCAP would not molest small retailers, like confectionery stores, bootblack stands, etc., that employ radio receivers as incidental entertainment in their shops.

### Hostetler on Copyright:

APPEARING for Newton D. Baker, senior partner of his law firm, Mr. Hostetler traced the history of his firm's entrance in the copyright fight early this year. Talking extemporaneously, he said he happened to be in the copyright fight as a lawyer and also "about half" as a personal matter.

As counsel for the CLEVELAND PLAIN DEALER, which has a substantial financial interest in WHK, he visited Mr. Mills, accompanied by M. A. Howlett, general manager of the station, to discuss the so-called sustaining fee of the proposed contract, which the newspaper thought too high. Mills, Mr. Hostetler said, went through many preliminaries about the alleged altruistic work of ASCAP in behalf of the down-trodden composer whose music was being "ruined by radio."

"He (Mills) told me we were going to sign the contract whether we liked it or not," Mr. Hostetler said. "Now no one can be pleasant in the face of a gun.

"I asked Mr. Howlett whether it is right that one cannot operate a radio station without a license from Mr. Mills, and he said that was about correct. That can't last."

Mr. Hostetler discussed the divergence in the newspaper and non-newspaper station contracts which he described as a total "breach" of contract form. He said also that in his opinion, the contracts are illegal.

Discussing the existing contract, under which stations pay a flat sustaining fee, plus 4 per cent of what amounts to their gross receipts during the current year of the three-year contract which became effective a year ago, Mr. Hostetler enumerated the many steps which led up to the pending WIP dissolution case.

"We are in a lawsuit now", he asserted, "a lawsuit is a fight. We may lose the battle, but we are not going to lose a war. We ask no favors, but we want the right to pay for what we use."

The exchange of correspondence with Mr. Mills last spring was reviewed by Mr. Hostetler. A plan for payment of royalties on a "measured service" basis was proposed by Mr. Baker, but rejected by ASCAP. A basis was sought in behalf of the stations on which payment could be made for music used either on a per-piece method or by some other method.

In every instance, he pointed out, Mr. Mills' final reply was that there would be no revision of contracts except upward. Finally, Mr. Mills wrote that the whole matter had been turned over to Nathan Burkan, general counsel of ASCAP, who would contact NAB. Nothing has yet been heard from Mr. Burkan, Mr. Hostetler said.

Analysing the present contract, Mr. Hostetler said its inequities are, first, the arbitrary sustaining fee, and, second, that stations must buy and pay for everything ASCAP sells. Yet ASCAP has never given stations a catalogue of its compositions so they can determine what is ASCAP controlled music. What is more, Mr. Hostetler said, ASCAP never intends to.

"I am convinced", he continued, "that all the talk about radio killing music hasn't any foundation in fact." Sheet music sales have dropped off, he said, but he attributed the reason to the automobile, the movies and other diversions. He added:

"I believe that the competition among the music publishers is to have his music performed. If the publisher had the right to fix the price of music, I believe that within three months we would have a reasonable price. If the per-piece method is out of question because of bookkeeping, then I suggest payment of 3 per cent on programs using ASCAP music."

### Asks Stations for Data:

A REQUEST for stations to submit to him the same statements sent to ASCAP covering payment of their royalties was made by Mr. Hostetler. As counsel for all 600 stations, he said his firm should have the same information on stations sent to Mr. Mills. Anticipating reticence on the part of stations to divulge this information for fear it might get into the hands of station competitors, he pledged that this material would be used only in a confidential way.

This information would go a long way in aiding the fight, Mr. Hostetler said. The association does not know, he asserted, what sustaining fees are paid by stations, but it was his guess that the "easiest stations among us are paying the most and the hardest among us the least."

Answering the wail of the publishers that the "plugging of music" on the air has ruined their business, Mr. Hostetler read excerpts from the pending publishers code before the NRA which is little short of ludicrous in the restrictions placed around song-plugging of any character. This proposed code was summarized in a recent issue of BROADCASTING. Publishers, he said, apparently feel they have to protect themselves against "suicide."

On the song-plugging issue, Mr. Hostetler said it is evident that radio has made the force that is destroying it. The fact is, he asserted, that instead of plugging into oblivion, publishers sell their music much faster than ever before. This is a faster age, he declared. A generation ago it took one and a half years for "After the Ball is Over" to get into the west. Now the popularity of songs by virtue of radio strikes all sections simultaneously.

### "Ike" Levy Commended:

CONCLUDING his talk, which proved as entertaining as it was instructive, Mr. Hostetler took occasion to commend Mr. Levy for his zeal and enterprise in the copyright fight. This is all the more commendable, he said, because Mr. Levy has "one of the best contracts" ever procured from ASCAP by any station in the country for WCAU. "He licked ASCAP in Philadelphia", he asserted, "and would have been perfectly comfortable to sit back and let the rest of the stations swim for themselves." But, he stated, Mr. Levy has carried through the battle all the way for the benefit of the industry.

The high-spot of the copyright discussion came with Mr. Levy's impromptu but forceful talk. Stating at the outset that he would mince no words, he followed through with an address which was hailed as the most effective ever delivered in NAB convention history. His call for funds with which to carry on the copyright battle and stave off an inevitable increase in royalties to ASCAP when the present contracts expire in 1935, met with immediate and enthusiastic response. Two score stations pledged they would send to NAB, at the time of remittance of their royalties to ASCAP, a check for 10 per cent of that bill. An equal number stated they would have to obtain approval from their boards. That sufficient funds will be available, seemed likely.

At the last convention, Mr. Levy reminded his audience, stations had their backs against the wall and were bleeding after ASCAP's infliction of the percentage plus sustaining fee contracts. He said there was no doubt now of ultimate victory.

Following the convention Mr.

Levy related how the suggestion for retention of the Baker law firm came from Frank M. Russell, NBC Washington vice president. He told how Mr. Baker and Mr. Hostetler grasped the true situation and agreed to take the case. Then Mr. Levy recounted the months of arbitration with the hope of a friendly agreement. "I begged Mr. Hostetler to sue", he declared, but the NAB heads were insistent upon exhausting every avenue for possible conciliation.

Declaring he knew he was in a "fish bowl", and that one of ASCAP's "spys" was in the auditorium, Mr. Levy said nevertheless that he would not "pull his punches." He criticized broadcasters for their failure to use the great power they have in combatting this "vicious enemy." Mills and his cohorts, he said, "laugh at the broadcasters" and view them as "just a bunch of fools."

### ASCAP Plays Shrewd Game:

ASCAP, however, has been smart in its operations, he went on. It has hired Ivy Lee, professional propagandist, to fight the battle of "the downtrodden music writers." Articles were planted in leading publications, the propaganda was spread into newspapers, and Lee went to VARIETY, the Tin Pan Alley publication, to carry on the battle. It appears, he said, that ASCAP is so hungry that it can't wait before it "starts soaking you now with demands for increased tribute."

"It ought to be called the American Society of Burkan, Mills and Buck (Gene Buck, ASCAP president) instead of the American Society of Composers, Authors & Publishers, said Mr. Levy. He revealed that there is much dissension in ASCAP ranks, growing out of the fact that the three heads draw about $100,000 a year each, while Irving Berlin, the leading popular song-writer today, gets royalties of only $4,300 a year from ASCAP. "Berlin told me that himself", he said.

Calling Mills, Burkan and Buck "conspirators" who formed the organization for their own benefit, Mr. Levy said that if ASCAP were broken up, authors will give their music for radio at reasonable fees because they are "sore" with ASCAP. A catalogue can be built up of music in popular demand, Mr. Levy believed.

"All we have done so far is to put on boxing gloves and gone in to fight. The other fellow has been doing the fighting. We have the greatest chance in the world, but we can't succeed if you don't provide the funds," Mr. Levy said in launching his plea for contributions.

While Mr. Levy made no suggestion as to how the money should be procured, the 10 per cent monthly payment basis developed after discussion from the floor, begun by Harry Stone, WSM, Nashville, who thought the procedure followed last year in asking contributions from big stations only was too indefinite and too cumbersome. He suggested a definite plan. This was subscribed to by Mr. Campbell (WFAA).

Glenn Snyder, WLS, Chicago, then pledged 10 per cent of the $20,000 annually that that station pays ASCAP. It started the ball rolling. E. K. Cargill, WMAZ, Macon, Ga., was the first small station to come through. He added the suggestions immediately accepted, that non-member stations be solicited for similar contributions. Leo Fitzpatrick, in behalf of WJR and WGAR, added his stations to the list, stating that G. A. Richards, president of the two stations, has been advocating such a step for more than a year as the only practicable and judicious method of combatting the enemy.

From George Storer, head of CKLW, Windsor - Detroit; WSPD, Toledo, and WWVA, Wheeling, came an enlightening disclosure contrasting copyright payments in Canada and this country. CKLW, a 5 kw. station, he pointed out, pays the Canadian Performing Rights Society, the Dominion's ASCAP, only $291 per month, while WJR, covering the same area, pays $22,000 a year to the American ASCAP. The Canadian group was definitely told by the Canadian government that it could not assess unjust fees. It is perfectly evident, he said, that ASCAP is holding up American broadcasters who prove themselves "a bunch of suckers."

### McCosker is Lauded:

IN CONCLUDING his discussion, Mr. Levy paid high tribute to President McCosker, not only for his assiduous effort but because of his keen sense of public relations. "He has done more to upset ASCAP's standing built up over a generation than ever seemed possible", he asserted, pointing out that ASCAP always has been on its toes to curry favor in Washington even down to having members of Congress heed their orders. "We must continue to have a man like Mr. McCosker or we cannot go on in this fight", he concluded.

A suggestion from Donald Flamm, WMCA, New York, that the NAB enlist in the fight other victims of ASCAP, was answered by Mr. Schuette, who said the Radio Manufacturers Association, National Association of Retail Druggists, National Restaurant Association and American Hotel Association are cooperating at this time.

### Guider Discusses Code:

THE PENDING NRA code of fair competition for the broadcasting industry was outlined to the conference at the opening session on Wednesday, Oct. 11, by John W. Guider, Washington attorney and special counsel for the NAB in matters incident to the code. His address provoked considerable discussion and prompted numerous questions by broadcasters who desired to learn about particular phases of its workings.

Mr. Guider explained that the National Industrial Recovery Act is designed to "put people back to work." He emphasized that the code is not yet completed, and that serious labor difficulties remain to be compromised, particularly as regards station operators. In response to an inquiry, he said that, unless some unforeseen complications develop, the document should have the President's signature during the week of Oct. 14.

Mr. Guider recounted how following promulgation of the so-called President's blanket code on Aug. 1, the NAB board had pitched into action and had appointed a committee to work out the code as soon as possible. He was retained as code counsel on Aug. 25. He emphasized that dire things might have happened to the industry, notably the small stations, had it not been for the NAB. Small stations might have found themselves without authority to operate by virtue of the revolutionary changes in methods of doing business introduced by NRA. More time was spent in considering the problems of the little stations than the larger units, he said.

The proposed code—a sweeping document—was submitted to NRA on Aug. 29, Mr. Guider recited. (It was published in full text in the Sept. 1 issue of BROADCASTING.) Since then the code has been changed to some extent, he revealed, and trouble has been experienced with organized labor. Without this difficulty, he asserted, the code certainly would have been approved by this time. This complication developed from the filing of what amounted to a substitute code by E. N. Nockels, WCFL, Chicago labor leader now serving as labor advisor to the NRA on the broadcasting code.

### Code Hits Chiselers:

TALKING frankly, Mr. Guider said the NRA provides "the most beautiful lever ever devised for chiseling" Labor, he said, has benefitted to the 'nth degree. Musicians might have gotten away with concessions that would have worked terrific hardship on small stations, with orchestras distributed to stations "like quota units." The musicians, however, he explained, felt it would be more beneficial to say out of the code, except for provisions designed to protect them against certain evils they envisioned.

The only issue now standing in the way of code agreement, Mr. Guider declared, is whether engineers shall work 40 or 48 hours per week, with labor thus far insisting on the former. The wage scale set up and agreed to for these employes is $40 per week for clear channel stations, $30 per week for regionals, and $20 per week for locals and for stations with 3 operators or less.

All other provisions respecting hours and wages have been agreed to substantially as they were contained in the proposed code, he said. Actors, orignally a serious

(*Continued on page 40*)

MADAM BROADCASTERS AND THE CHIEF—Left to right: Mrs. William S. Hedges, KDKA; Mrs. Leon Levy, WCAU; Mrs. Isaac D. Levy, WCAU; Alfred J. McCosker, NAB president; Mrs. John W. Guider, Washington; Mrs. McCosker; Mrs. Frank M. Russell, NBC; Mrs. Earl C. Gammons, WCCO.

# Broadcast Advertising and the New Deal

By JOHN BENSON *

President, American Association of Advertising Agencies

## Better Coverage Data and Proper Station Representation Demanded By New Era Which NRA Heralds

**"THE DAY of the trade association is dawning as the most effective means of self-regulation," says Mr. Benson, whose timely advice to broadcasters is carried on this page. "This will be better than government control of business or an arbitrary interference from without. Each industry is best equipped to understand its own needs and limitations. I predict that the NAB and the A. A. A. A. are on the verge of a greater influence and usefulness to their industries than ever before. The problem will be to live up to the responsibilities imposed on us. This we can do more effectively, I believe, by working together for the common good."**

John Benson

YOU ARE a group of broadcasting men, interested in advertising as the source of your income. You want me to talk about that, and how the New Deal may affect it. It is dangerous to be a prophet. There are no more soothsayers of events. The most scientific are mute; discredited because they were wrong.

All I can do is to give you my opinion, based on and borrowed from a good many other opinions, as to what is now going on in our industry and how it will affect you.

Let me say first, that both your association and ours have been forerunners of the NRA in the years we have spent building up and ascertaining values, standardizing methods, improving practice, raising competition to a better level, focusing the attention of our members upon the need of so conducting their own business as to serve the industry as a whole. That is the very spirit of the NRA at its best, and will survive success or failure of the movement itself. * * *

### The A.A.A.A. Code

MAY I say a word about our own NRA code? It is brief and simple, deals with the three requirements of the law — wages, employment and trade practice. We have no labor problems in our business; the rank and file of our people work short hours and get good wages—higher than usual, I believe. Unfair trade practices are the heart of our code. The A.A.A.A. has had an ethical code of its own for many years, which has not been lived up to by all of its members in all of its provisions. Codes never are. People differ about them; and there are always some who are not loyal to their convictions. * * *

The main competitive evil in our business is rebating of commissions. It is a breach of faith with media owners, who grant the commissions to finance effective service, and not to hand on to the advertiser; that demoralizes rates; it is unfair between agencies; discriminates against the advertiser who pays card rates. It is an unfair practice, condemned in all lines of business, and illegal in some.

How much there is of it, I do not know. Professor Young, in his recent study of agency compensation, estimates between 10 per cent and 15 per cent of the total national volume. That is a serious menace to our business and a serious blot on our honor. We want to erase it.

There have been misconceptions about our code. Some advertisers seem to fear that we are using this emergency to fix by law our rate of compensation. There is nothing in the code to support that idea. The agency commission is now and always has been fixed by a consensus of opinion on the part of media owners who pay it, as to what is the least rate which can be allowed to produce effective advertising and sustain volume. It has been stable for the past fifteen years, but never permanent, having varied all the way from 10 per cent to 25 per cent and up.

That rate can be changed tomorrow by the publishers, if they deem it advisable; there is nothing in the code to prevent. All the code does is to declare rebating of whatever basic commission is allowed an unfair trade practice.

This provision protects the media owner as much as ourselves; it protects his rate card, prevents an agent from underbidding it; assures that the commission will not be diverted from its true and intended purpose of financing effective service and thus building up and maintaining a market for publication space and radio time.

### Interest in Radio Code

YOUR OWN code interests us very much; its labor provisions have a bearing on the cost of broadcasting to our clients. So do the various commissions you pay for service and selling. They also affect your cost and get into your rates; and, as you know, the higher the rate for the circulation delivered, the more it costs the advertiser to reach it, and the less chance we have of making the advertising pay.

In a new medium like yours, the problem of getting business and servicing it is, of course, greater than is true of older media with whose technique agencies and advertisers are more familiar. The older media have learned a lot about selling themselves to the advertiser; the latter and his agency have made exhaustive studies of circulation, of responsiveness and of appeal. They know less about broadcasting.

### Representatives and Coverage

THIS BRINGS me to two important questions regarding your medium, in which I know you are deeply interested right now: One is the question of sales representatives and the other of station coverage, or what might correspond to circulation in the publication field.

The two questions are inter-related. The better known a medium, the less it naturally costs to sell. A well known value is already half sold. In the magazine and newspaper field, for instance, representatives are paid all the way from 15 per cent and more down to 3 per per cent and less for selling space, depending upon how important and well known the paper is.

And by well known I do not mean merely a good reputation; I mean known values of circulation, how much and how good. The A.B.C. registers and verifies the former; publishers, agencies and others, appraise the latter. The A.A.A.A. has done considerable work in this respect.

What the broadcasting business needs is a more reliable and more definite measure of its audience; first, how much and where located; then how attentive and to what; when most approachable or most responsive, with a number of related facts which throw light on the medium and its use.

Of course, worthwhile stations have an influence of their own, like a personality, not measurable in facts or figures, of vital importance in reaching for an audience. But such influence is directly dependent for its amount on the number of listeners available and also the number who actually listen. If quality is a value in itself, quantity is its co-efficient. We must know how much, as well as how good. In this respect, radio is still at a disadvantage compared with the printed word.

True, there is no complete parallel between the spoken and the printed medium of advertising. They are not just alike. There is no way of matching circulation in radio, whose audience is always potential. On the other hand, radio draws a concentrated audience among those who listen; there is no distraction for the time being from other broadcasts. And when you check actual listeners, you go well beyond any circulation count of readers, who may or may not see a given ad.

The need for some accepted way of measuring the radio audience is felt by all—advertisers, agencies and broadcasters—and it has been felt for years. Many attempts have been made to meet it, by individual stations, by networks, by advertisers and by advertising agencies, but such attempts have never been organized into a nation-wide and all-embracing project along lines which uniformly measure all coverage, with methods which are standard and command the confidence of all. That job is still to do, and I believe it can be done with facilities already on foot.

### Signal Power as Index

THE FOUNDATION might well be the delineating of potential coverage by means of measuring signal strength. This has been done for a number of leading stations, both large and small, by a method which is reasonably scientific, as far as it goes. There is no guess work about it. Standard instruments determine the results. There are drawbacks, of course, as there are in any endeavor of this kind, but these are overwhelmingly offset, in our opinion, by the reliable information obtained regarding the area over which a given station can be heard.

The station of smaller range need not fear to be measured; it has a definite value of its own, and that is what it should sell. The delineation of its scope would validate it for the advertiser and give

(*Continued on page 44*)

*Excerpts of an address to the NAB convention, Oct. 10.

# U. S. Radio Plan is Defended By Labor Following Inquiry

## Ban on Advertising Would Curtail Employment, Executive Council Holds; Publishers Hit

UNQUALIFIED SUPPORT of the so-called American Plan of broadcasting by private enterprise was voiced by the executive council of the American Federation of Labor in its report to the 53rd annual convention of the federation in Washington Oct. 2.

Following a "thorough investigation" instituted pursuant to a resolution adopted at the previous convention, the executive council concluded that if advertising were eliminated or restricted "thousands of musicians, actors, and other employes would be thrown out of employment."

The council said it is doubtful if radio advertisers have materially decreased newspaper or magazine advertising. "It is true", the report stated, "that many newspaper publishers in asking for reductions in wages use this as an argument."

### Text on Radio Advertising

THE REPORT on radio advertising, as adopted by the executive council, follows in full text:

Resolution No. 53, providing for an investigation of radio advertising and if feasible to secure national legislation prohibiting the long advertising lectures and speeches over the radio of the country, was referred to the executive council.

A thorough investigation of this subject has been made. In the first place, the most persistent advertisers over the radio are the largest advertisers in the newspapers and magazines. These include automobiles, cigars and cigarettes, toothpaste, ginger ale and many other articles.

The advertising broadcasts are necessarily accompanied by music. Actors and actresses furnish a program. Should advertising be eliminated or restricted to an extent that it would not be practical, thousands of musicians, actors and other employes, would be thrown out of employment. If radio advertising was prohibited it would be necessary for the broadcasting stations to secure funds from some other source to carry on their broadcasts. In some countries where the broadcasting stations are controlled by the government a tax is placed upon receiving sets. Naturally, that would be the main source of revenue that would have to be raised in the United States if advertising was prohibited or restricted.

### Labor's Solution

THERE ARE 12,000 full-time employes of the broadcasting stations of the United States. This does not include the thousands of artists and musicians employed by program sponsors and the networks. The annual payroll is approximately $23,000,000.

It is doubtful if radio advertisers have materially decreased newspaper or magazine advertising. It is true that many newspaper publishers in asking for reductions in wages use this as an argument.

New inventions cause many changes in old established industries. This, of course, raises objections from those displaced. But were it not for the telephones, graphophones, electricity, automobiles and radios there would be many more idle in the United States.

The executive council believes that progress cannot be stopped. Inventions will continue in greater number than before. Labor's solution of this problem is reducing the hours in the workday and workweek at adequate wages. There is no other remedy and labor uses every effort to organize the wage-earners in order that they can secure a comfortable living and more leisure. If the five-day week and six-hour day were in effect there would not be as many idle workers in the United States.

## Score of Broadcasters Sign for WBS Series Shown At Convention

MORE than a score of broadcasting stations have signed for full or part time service of the World Broadcasting System's new wide-range vertical recordings, now being offered for sustaining or commercial use on a syndicate basis. The service, which was demonstrated by World officials to broadcasters at the NAB convention at White Sulphur Springs, offers stations eight hours daily of musical transcriptions, or 214 programs weekly.

Among the stations already contracted, according to Percy L. Deutsch, WBS president, are WEEI, Boston; WTAG, Worcester, Mass.; WFBL, Syracuse, N. Y.; WHAM, Rochester; WGR, Buffalo; WHK, Cleveland; WJAS, Pittsburgh; KNX, Hollywood; WRVA, Richmond; WDBJ, Roanoke, Va.; KWK, St. Louis, and WWNC, Asheville, N. C.

A highly favorable response to the new service is reported by Mr. Deutsch, who conducted the demonstrations at White Sulphur Springs with Adam Stein and S. R. Rintoul, WBS officials, and with various officials of Electric Research Products, Inc., whose new 20-10,000 cycle recordings are being used.

Contracts offered the stations displace those now current for Western Electric turntables. Mr. Deutsch said that stations are especially taking favorably to the plans to attract sectional advertisers to transcriptions—a field which, he said, is virtually untapped by radio.

## Distillers Appoint

NATIONAL DISTILLERS Products Corp., 52 William Street, New York, has announced the appointment of Erwin, Wasey & Co., Inc., New York as its advertising agents. Penn-Maryland Company, Inc., has named Fertig, Slavitt & Gaffney, Inc., New York, to handle the company's gin advertising.

OFFERING WKBF, Indianapolis, optionally on either the NBC-WEAF or NBC-WJZ networks, NBC announces that the network rate for this station is now $190 per hour, $120 per half hour and $74 per quarter hour.

## Greig, Blair Co. Expands After Taking on Spight

Mr. Spight

GREIG, BLAIR Co., exclusive station representatives, has added Lindsey Spight from NBC's sales department in San Francisco and has reorganized as Greig, Blair & Spight Inc., on a national scale. To date KFSD, San Diego; KDYL, Salt Lake; KNX, Hollywood have engaged the firm for exclusive representation.

H. J. Greig heads the New York office, John P. Blair is in Chicago, and Spight remains in San Francisco, with David Sandeberg representing the firm in Los Angeles. Spight has been succeeded in the NBC sales department by Sydney Dixon, formerly of KYA. The latter's KYA position was taken by Douglas Nowells, of KSL, Salt Lake City.

## Fels Soap Radio Test Expands To 19 Stations

CONTINUING its radio test campaign, Fels & Co., Cincinnati (Fels Naptha Soap) added nine more stations to handle its account early in October, bringing to 19 the number of stations used since the campaign started in April. A variety of programs, all featuring local studio talent, daytime, is being used in the different cities.

Hubbell Robinson, Jr., account executive of Young & Rubicam, New York, left the NAB convention at White Sulphur Springs, W. Va., Oct. 11, to supervise the building of the local shows on WKBH, La Crosse, Wis.; WHBU, Anderson, Ind.; WBCM, Bay City, Mich.; WKZO, Kalamazoo, Mich., and WOWO, Fort Wayne.

The other four stations getting the account early in October were KFYR, Bismarck, N. D.; WBOW, Terre Haute, Ind.; WMBD, Peoria, Ill., and WEBC, Duluth. Stations which secured it previously are WMED, Medford, Ore.; WEEU, Reading, Pa.; KFLV, Rockford, Ill.; WFDF, Flint, Mich.; WBEO, Marquette, Mich.; WTAD, Quincy, Ill.; WGBI, Scranton, Pa.; KVOS, Bellingham, Wash.; WHBL, Sheboygan, Wis., and WJAC, Johnstown, Pa.

## Dwarfies Account

DWARFIES Corp., Council Bluffs, Ia. (Dwarfies and Honey Bee cereals) has renewed its children's program, "Tony and Babe", after an initial campaign that disclosed the locally built show stood fourth in popularity after three network programs among adults as well as children. Account, a national advertiser, has placed the program on WOW, Omaha, five afternoons weekly. Program narrates the story of 10-year-old "Buddy", a waif picked up on the streets by two vaudeville troupers, who furnish the comedy. Account is handled by Bozell & Jacobs, Inc., Omaha agency.

## Wire Press Rates Given Radio News

### Service for Stations Similar To Newspaper Privilege

PRESS RATES for news telegraphed to broadcasting stations and destined for "publication" on the air were ordered into effect Oct. 10 by both the Postal Telegraph and Western Union companies, thus placing radio on the same footing as newspapers with respect to the cost of telegraphic news delivery.

This action of the big telegraph companies is the culmination of several years of effort on the part of the networks and various radio stations interested in developing their broadcast news services. Several stations are known to be prepared now to go forward with contemplated plans for statewide, regional and national news services, with the possibility also that new radio news services will spring into existence to supply stations with spot news.

The official notices to offices of Postal and Western Union state that they are authorized to accept news dispatches at press rates that contain news matter for publication by the station by means of radio broadcast. Only authorized correspondents of the station are to be recognized, and the press rates do not apply to ordinary business messages.

Day press rates are one-third of the straight day rate for 10-word messages, while night rates are one-sixth of the day rate, with the former effective to 6 p.m. local time and the latter from 6 p.m. to 6 a.m. Delivery is as prompt as ordinary messages, the telegraph companies being also prepared to loop to ticker machines in radio stations in the same manner as most of the big newspapers are served, provided the potential traffic is great enough.

## Crazy Water Hotel Co. Adds 17 CBS Stations

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals), long a leading user of studio, transcription and spot announcement time, and since early this summer a network account, on Oct. 10 added to its network time by starting a four-times weekly series over 17 CBS stations. Program is Carson Robison's "Crazy Buckaroos," a hillbilly and cowboy act, heard Tuesdays, Thursdays, Fridays and Sundays, 10:30-10:45 a.m., EST.

This is the sponsor's first use of CBS. Last summer it started a Sunday afternoon program with Gene Arnold and the Commodores on an NBC-WEAF network, which on Sept. 24 was renewed and on Oct. 8 was expanded to include additional stations in the south and Canada. Account is also continuing to use spot time on many stations.

HUMBOLDT BREWING Co., Eureka, Cal. (beer) is using radio with newspapers in a campaign in western states and Hawaii; account is handled by Botsford, Constantine & Gardner, San Francisco.

# Are Broadcasters Ready for Television?

By JOHN V. L. HOGAN*
Consulting Engineer and Inventor

## Time Ripe for Sound Coordination But Ultra High Waves Still Impractical, Says Engineer; Facsimile Here

**ALTOGETHER convinced that both television and facsimile broadcasting are now ready for practical application is the author of this paper, who commands high standing in the radio engineering field for his invention of single-dial tuning and other attainments. Moreover, Mr. Hogan believes it is up to the sound broadcasters to introduce visual broadcasting and coordinate it with their existing medium. This entirely non-technical discussion will furnish food for thought for all interested in broadcasting as an art and industry. Interesting particularly are the several differences in his points of view from those expounded by Dr. C. B. Jolliffe, Radio Commission chief engineer, in his article in the October 1 issue of BROADCASTING.**

A GREAT DEAL has been said and written about visual broadcasting, and particularly about television. Much of it has been inspired by motives that were unfortunate, to say the least, and has reflected a viewpoint that was strongly prejudiced and consequently not dependable. In this paper I am attempting to remedy, in a small way, the present lack of information as to the status of visual broadcasting, and to present, as completely as I can in the time available, an unbiased analysis of that portion of the situation of today which should interest and appeal to broadcasters. Although my lines of thought are perhaps more often along engineering than commercial lines, this is not a technical paper. * * *

### Competition Possible

LET ME say a few words as to the possibilities of competition between the new arts of practical visual broadcasting and the now-well-established art of aural or sound broadcasting. The basis for such competition does exist, both as to television and as to facsimile. If television should develop independently of sound broadcasting, it could stand on its own feet by relying upon "titles" for explanations much as did the old silent movies.

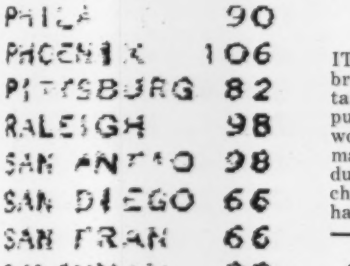
If facsimile broadcasting should be developed independently of sound, it would have an even better chance than television to work out its own salvation in its own way. That is because facsimile provides text and pictures which may be entertaining or instructive in themselves and without the aid of any sound accompaniments. Illustrated books, magazines and newspapers do not require sound in order to serve their purposes, and in somewhat the same way it is possible for facsimile to make its way alone.

### Complementary Qualities

THERE IS, however, an important reason why broadcasters should themselves foster the growth of visual broadcasting rather than allow the services to grow up without their interest and guidance. This is because the visual and sound services are in fact complementary, one to the other, and both are of maximum service and value when they are coordinated.

Consider the relation of television and sound. A listener who can receive sound only is in effect blind. An observer who can receive television only is, in the same sense, stone deaf. But give him both electrical sound and electrical sight, and he becomes blessed with the power of vastly extending the range of both of his two important senses. * * * Television with sound is comparable to the talking pictures; television without sound is comparable to the old silent movies; sound broadcasting without television is comparable to the phonograph. There is no denying that the sound-and-sight combination is the basis of a great popular acceptance.

The relation of facsimile and sound broadcasting can probably be explained most clearly by pointing out first that present day sound broadcasting needs an accompanying facsimile service for at least the following items: (a) to illustrate various talks which can thus be made shorter and more emphatic; (b) to record recipes and save the listener from hunting a pencil and writing laboriously from the speaker's dictation; (c) to supply written quotations, weather reports, etc., which are easily confused when received by sound alone, and (d) to provide a definitely measurable index of station coverage and program popularity.




FACSIMILES—These are samples of the printed material that can now be sent via the radio wave lengths into homes having radios, provided simple reproducing attachments are provided for the receivers. The process is discussed by Mr. Hogan in this article.

### Facsimile is Slow

SIMILARLY, I should point out that the facsimile service needs a coordinated sound service. This is largely because simple home facsimile apparatus will handle only from 30 to 60 words per minute, and it takes too long to tell more than the high spots of a story in recorded text. Thus the sound program can carry four or more times as much information in the same time, but the facsimile recorder can keep up with it by running essential topical notes, memoranda and illustrations. As with sound and television, though for different reasons, the combination of sound and facsimile gives a service of far greater value than either alone.

At this point it is pertinent to put the rhetorical question, "Why do we not have television broadcasting today?" One answer to that question is that we do now have television broadcasting services; some 17 experimental television transmitters have been licensed by the Radio Commission, and several of these are transmitting on regular time schedules. None of these stations, however, has been authorized to transmit a sponsored television program, and consequently whatever material is prepared for transmission must be of the "sustaining" type, and is planned and executed at the station's own expense. Since the majority of those who operate experimental television stations are primarily concerned with apparatus development, it is not surprising that their budgets do not provide for a more extensive development of programs. * * *

### Agreement Needed

IT WOULD be a step forward if broadcasters would agree upon certain scanning rates for certain purposes, and such standardization would be likely to stimulate the manufacture of television reproducers. The actual scanning rates chosen are of less importance than has often been assumed, for programs that carry sustained interest can be devised and produced to suit any reasonable standard. The essential things to remember are first that, broadly speaking, the higher the number of lines the greater the amount of pictorial content that may be transmitted and the less intelligence is required to produce an interesting program, and, second, that the higher the number of pictures per second the less flicker will appear in the pictures as seen in a given type of reproducer.

Moving on to the film versus

(*Continued on page 30*)

*From a paper read before the NAB convention, Oct. 9.

# Liquor Advertising Still is Uncertainty

### Legal Issues Trouble Nets; Distillers are Divided

NETWORKS, agencies and producers and distributors are still as uncertain about the prospects of advertising liquor and wines by means of radio after repeal of the Eighteenth Amendment as they were when Congress first proposed the change in the constitution to the states.

With the thirty-sixth state expected to ratify repeal by Dec. 6, assuming the present wet trend remains unbroken, legal advisers of the biggest concerns involved are unable to say whether broadcast advertising originating in New York (wet) could be broadcast by stations in dry states, or what the legality would be of broadcasting such programs by stations in wet states where the coverage includes dry states.

#### No "If and When" Ads

ONE, AT LEAST, of the major distilling concerns is seriously considering the use of radio advertising, in an institutional way, after repeal, but the audition stage has not yet been reached, and there is no thought of conducting campaigns on the air, similar to those now running in some newspapers, for wines and spirits to be delivered "as, if and when" repeal is effective. Adding still more to the state of uncertainty, the question whether the networks will accept such advertising is still undetermined.

NBC says it has not yet considered an official policy on the matter. All that executives of the network will say is that revenue from such advertising has not been anticipated in forecasting future budgets. Outside NBC there is definite opinion that it will refuse to handle liquor accounts. At CBS it is said the matter hinges entirely on future developments, the reference being to opinions of the Attorney General of the United States, of the Federal Radio Commission, and possibly of state attorneys general, on the question of violating state constitutions and statutes.

#### Accounts Waiting

WHILE two of the largest distillers have placed their advertising with agencies which have radio departments, and are definitely radiominded, two others are known to have given their advertising to an agency with no radio division, and for these no air campaign is being considered, regardless of legal developments.

## Clock Company's Spots

WESTERN CLOCK Co., LaSalle, Ill., is supplementing its NBC-WEAF network programs with 5-minute transcriptions placed on KHJ, Los Angeles; KFPY, Spokane; KOIN, Portland, and KPO, San Francisco. Two-minute recordings have also been placed on KOMO, Seattle. Contracts are for 26 weeks and were placed by Batten, Barton, Durstine & Osborn.

## CBS Coverage Charge Per Radio Set Is 35% Lower Than 1929 Cost

COMPARING the cost of radio coverage per radio set today with the cost four years ago, CBS has found a 35 per cent decrease over the primary listening area of the basic network. The figures were computed by applying the cost of the basic network to the number of radio-equipped homes, and it was found that while the card-rate had remained virtually stable, the coverage cost was reduced by the operation of three factors: extension of the listening areas of stations, through improved transmission; intensification of listening in the original areas, also through better transmission, and the increase in the number of sets owned.

The figures are: 1929—59 cents per 1,000 sets; 1931—56 cents; 1933—38 cents.

CBS believes that in the case of areas lying outside the basic network region the fall in cost would be even more marked, and in no case would it be less.

To ascertain whether there had been a falling-off in audience mail during the worst months of the depression, the sales promotion department of CBS also compiled figures setting off the first six months of 1933 against the same period last year. It was found that the number of letters per client averaged 54.4 per cent more this year than last, and that the quantity per station hour increased 16 per cent.

## Plymouth Auto Returns To CBS, Booking Serial

THE TREND toward radio by the big automotive advertisers is again evidenced with the return, after an absence of more than a year, of Plymouth Motor Corp., Detroit, to a 67-station CBS hookup, which started Oct. 10. Program is a script series titled "Elmer Everett Yess", the first radio serial to be sponsored by an automobile manufacturer. It features Hal K. Dawson in the role of a super-salesman. Convention commercial announcements are avoided. The program is carried Tuesdays, Thursdays and Saturdays, 8-8:15 p.m., EST, with a repeat for western stations at 11:15-11:30 p.m., EST. Account is handled by J. Stirling Getchell, New York.

## Dixie Youths Triumph

TWO YOUTHS from Dixie triumphed over veteran radio announcers in a recent four-hour word battle for positions on the New York staff of CBS. They are Davidson Taylor, 26, one-time Baptist pastor and formerly of WHAS, Louisville, and Bert Parks, 20, former amateur mimic of Charlie Chaplin and lately of WGST, Atlanta. Each of the dozen contestants was given the same continuity, including the names of foreign composers, followed by a manuscript made difficult by illogical punctuation and plays on words.

**MORE PISCATORS—They didn't catch any sharks, as did some of their friends (see BROADCASTING of Sept. 1) but George S. Porter, acting general counsel of the Radio Commission (left) and Gerald C. Gross, Commission short wave expert, did catch a nice mess of prize blackfish. Mr. Porter proudly displays the biggest and Mr. Gross just as proudly shows the smallest of a catch of 30 or more taken off the Delaware coast.**

## NRA Music Publishers, Dealers Will Be Heard Oct. 17 by Rosenblatt

PUBLIC HEARING on the proposed code of fair competition for the music publishing and distributing industry is scheduled for Oct. 17 in Washington before Deputy Administrator Sol. A. Rosenblatt of NRA.

The proposed code was submitted by the Music Publishers' Association of the United States, said to represent approximately 75 per cent of the standard music publishers, the Music Publishers Protective Association, claiming to represent 75 per cent of the popular music publishers, and the National Association of Sheet Music Dealers, claiming 75 per cent of the sheet music dealers.

Among other things, the proposed code would brand as unfair competition "all unfair methods of exploiting musical material", including song-plugging over the air. A long list of acts, from direct payments to favor as a means of inducing the performance of compositions, would be banned. Deputy Administrator Rosenblatt is also handling the code for the broadcasting industry, as well as for virtually all of the so-called amusement industries.

## Woodbury Account

"DANGEROUS PARADISE", the script act featuring Nick Dawson and Elsie Hitz, which the John H. Woodbury Co., Cincinnati (soaps) will sponsor over a basic NBC-WJZ network Wednesdays and Fridays, beginning Oct. 25, is a product of the program-building agency in which Coleman Dawson and Jesse S. Butcher are partners. Dawson took the part of the long-suffering parent in the J. P. McEvoy script "Daddy and Rollo" which La Palina once sponsored.

# Going Commercial, Wynn Chain Says

### Accounts Scheduled Oct. 22 But Names Are Withheld

ALTHOUGH devoid of commercial features since its inaugural over an eastern network of about a dozen stations on Sept. 25, Amalgamated Broadcasting System, the Ed Wynn project, announced Oct. 6 that it would begin commercial operation about Oct. 22. While the names of prospective sponsors were not divulged, the announcement said the network has an "extensive list of national advertisers as sponsors for the lead-off commercials which are set for most of the ABS name features starting October 22."

#### Members of Chain

AMALGAMATED announced it is now in the process of "smoothing out the usual rough spots" incident to such a new venture.

Receipt of large quantities of fan mail, praise from component station managers, and visits from executives of non-network stations in the middle west are pointed to by ABS officials as evidence of a good acceptance by the listening public.

Reconciling the chain with local programs has constituted one of the major problems of the new net. Revisions of the schedule have been made to clear WBNX as the New York outlet, and similar steps are being taken for the three sections into which the network is divided. The Atlantic seaboard hook-up now comprises WTNJ, Trenton; WCAP, Asbury Park; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore, and WOL, Washington, and three of the four stations which later will constitute the so-called Central network are now tied in—WCNW, Brooklyn; WJBI, Red Bank, and WFAS, White Plains. These three are on a part-time basis.

The New England network of six stations now is taking nearly the full 15-hour schedule, with the exception of WHDH, Boston, which must close down at sunset in Denver. Stations in Bangor, Me., Springfield, Mass., and Worcester, Mass., may join the northeastern loop, it was said.

Additions to the personnel of ABS include H. Stokes Lott, Jr., who will be editorial supervisor of programs and continuity.

#### Wynn Returning

"NEW YORK daily newspapers," the announcement said, "are taking more kindly to the new setup than they did immediately after its opening when the ABS Building was mobbed by a crowd of the curious, during which time some of the ace ether scribes of Manhattan were tossed around a bit."

Mr. Wynn was expected to return from Hollywood, where he is making a movie for M-G-M, during the week of Oct. 16. Whether he will appear on the chain as an artist is not definitely known in view of his contract with Texaco for his NBC "Fire Chief" feature. Following Mr. Wynn's return, steps will be taken to expand the network into the middle west as far as Chicago, it was stated.

# Economic Evils Seen in Tugwell Drug Bill

By FRANK A. BLAIR
President, The Proprietary Association
New York City

## Drug Manufacturers Believe Present Laws Adequate; New Act Seen As Blow to Radio Advertising

**THE PROPOSED Food and Drug Act, drafted by Prof. Rexford Tugwell, Assistant Secretary of Agriculture and explained by him in an exclusive article in the Sept. 15 issue of BROADCASTING, is analyzed in this article with rather devastating criticism. Its author is the head of an association composed of the manufacturers of about 80 per cent of all package medicines produced in the United States. The gist of his argument is that present laws are adequate and that the proposed legislation would throttle advertising and almost ruin the package medicine industry because of what he terms its "loose phraseology". This article was also written exclusively for BROADCASTING, as a reply to Prof. Tugwell.**

RADIO BROADCASTERS must be deeply interested in legislation, which, if enacted, would cripple or destroy industries—food, drug and cosmetics—from which is derived a large part of radio broadcasting's revenue.

I refer to the proposed new Food and Drug Act, which Congress will be asked to substitute for our present Federal Pure Food and Drug laws. This proposed measure is known as the Tugwell bill, because one of its proponents, Prof. Rexford Guy Tugwell, Assistant Secretary of Agriculture, is sponsoring it.

In a recent issue of BROADCASTING, Prof. Tugwell interpreted the Tugwell bill in a manner that it would seem to be the answer to prayers of all honest manufacturers, broadcasters, advertising agents and in fact everyone interested in safeguarding public health.

### Sees Much Opposition

IN SPITE of Prof. Tugwell's sweeping description of a public "literally stuffing themselves with worthless nostrums" and writing testimonials for products that are killing them, I am inclined to believe that a fair interpretation of the measure will bring about a tremendous opposition to the bill.

I listened last night to a network radio program sponsored by a member of this association. This program is costing the sponsor more than $150,000 for the 13-week series. The commercial announcement merely said in effect that the sponsor was glad to provide this entertainment for the radio audience. Naturally the name of the product was mentioned. The Tugwell bill virtually compels negative advertising and it isn't likely that any advertiser will buy time on the air to tell the audience what his product will not do.

Reputable manufacturers see in the Tugwell bill an attempt to take away from the people the right of self-medication and to restrict or destroy industries that pay a large portion of the government expense and a good part of the national advertising bill.

### Present Laws Sufficient

NO ONE doubts the high purposes of the authors of the Tugwell bill although some critics do point out the coincidence of Prof. Tugwell's declaration in his book *"The Industrial Discipline"*, that advertising and sales effort were generally an economic waste.

No endeavor is made here to argue the merit of advertising or to discuss its faults. That is left to the advertising men and to the broadcasters, and it is expected that codes of ethics now being prepared will dispose of that subject anyway.

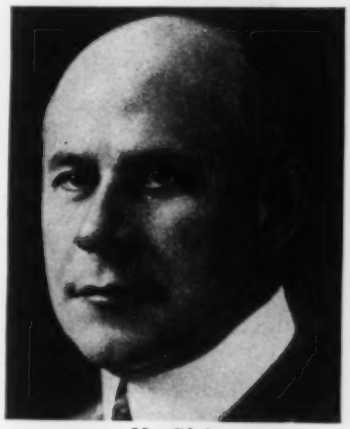
What we proprietary men are concerned with are the evils of promulgating new laws for the restriction of simple package medicines when an investigation would tend to show that in no other instance is the public so well protected under existing laws as in food and drugs. These protective agencies under which the nation's health has steadily improved, even to the point of increasing longevity, are three-fold:

1. The right of the drug administration to prosecute the manufacturer.
2. Through the postal laws, to deny the use of the mails.
3. Prosecution under the Federal Trade Act.

### "Bad Examples" Eliminated

IS THERE need now for new laws to eliminate the advertising of any preparation that can be proved worthless? Are not the seizure powers of the Federal Trade Act and the denial of the mails controlling factors of such preparations? *Is it not an interesting corollary that many of the medicines cited by Prof. Tugwell as "bad examples" have already been put out of existence by present laws?*

Prof. Tugwell has said nothing about the conflict between state and federal laws, should the new bill become a law. It has taken years to bring state laws into reasonable conformity with the present federal law. If the new legislation is enacted, the manufacturer will find his labels in conflict, and he faces the danger of breaking one law to comply with another.



Mr. Blair

Manufacturers believe that the existing Federal Pure Food and Drug Law is adequate to take care of all labeling offenses. Limitations imposed by the proposed new law would involve writing labels so complicated and confusing as to actually hamper distribution. The printing of a formula and warnings on the label will not prevent the purchaser from taking a remedy.

### Cites Inconsistencies

IS IT CONSISTENT that a medicine that possessed virtues that, through physicians' prescriptions, led to its universal sale, loses all of its virtues when that same medicine is advertised to the public and purchased by them without a physician's prescription?

Is this medicine prescribed by a physician under a Latin name different in its actions and effect than the product made known to the public under a trade name? Many of the popular package medicines first became known to the public through the prescriptions of physicians.

Prof. Tugwell stated that if the bills are passed, the advertising fraternity can do most of the actual policing. The fact that any law giving any governmental department undue power may be exercised only at the discretion of that particular department, in no way lessens the potential dangers of persecution under that particular law and at the hands of that particular department.

In the Tugwell bill, an advertisement is deemed false if in any particular it is untrue, or by ambiguity or inference, creates a misleading impression.

### Danger in Ambiguity

MANUFACTURERS seriously object to the language employed in this definition, for, in itself, it is ambiguous. Their right to do business and to remain out of prison depends wholly upon the construction that the administration officials put upon the words "ambiguity" and "misleading impression".

It is the contention of manufacturers that any fair advertising law should be written in terms that are definite and understandable, and to be subject to court review in case of controversy.

Such eminent jurists as the late Ex-President Taft and Chief Justice Hughes have ruled that false advertising claims must also be fraudulent as a matter of law; yet, in this legislation, the advertiser is held guilty for what may be construed as ambiguity or a statement that is likely to create a misleading impression. The decision lies entirely with the administration official who is reviewing the advertising. Thus, a statement that will be perfectly plain to 99 out of 100 readers, if ambiguous to the examiner, will constitute a violation of the new law, and a possibility of resultant fine and imprisonment.

### Negative Advertising

THE MEASURE holds, according to Prof. Tugwell, that an advertisement is false if any disease is mentioned for which the drug is not a specific cure, unless it states with equal prominence, that the drug is not a cure for such disease. It is generally recognized that there are comparatively few specifics. Why, then, compel the manufacturer to adopt negative advertising if his medicine is a palliative and not a specific? The public buys laxatives for their laxative effect, and not as cures for constipation. Is the interest of the public better served by compelling

*(Continued on page 41)*

# Station Ownership Record Proposed

### Lafount Resolution Intended To Clarify Stock Control

FULL INFORMATION regarding the ownership of all radio stations, which would enable authorities to differentiate between "the name of a corporation and the actual parties in interest," would be required by the Radio Commission under a resolution introduced Oct. 3 by Commissioner Lafount. The proposal was referred to the legal division for study and report.

The commissioner said it is his opinion that the law requires the Commission to keep itself informed as to the actual ownership of stations. He explained he offered the resolution solely with the view of helping produce that result, and asserted it was not the outgrowth of the difficulty arising from the recent transaction under which the program and business management of WMCA, New York, passed from Knickerbocker Broadcasting Co. to Federal Broadcasting Co.

Mr. Lafount's resolution follows in full text:

Whereas, Section 12 of the Radio Act of 1927 as amended provides in part as follows: "The station license required hereby, the frequencies or wave length or lengths authorized to be used by licensee, and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily or involuntarily, disposed of to any person, firm, company, or corporation without the consent in writing of the licensing authority."

Whereas, that portion of the Radio Act quoted above clearly indicates the intent and desire of Congress to require all assignments of licenses to be approved by the licensing authority, and

Whereas, many licenses are issued to corporations, and

Whereas, the stock of said corporations can be transferred without the knowledge or consent of the Federal Radio Commission, which has the effect of transferring the license from one set of individuals to another without the written consent of the Federal Radio Commission as required by the act, and, in order that the Commission may have available data which will enable it to differentiate between the name of a corporation and the actual parties in interest,

Be it resolved, that the Federal Radio Commission mail a questionnaire to each corporation licensee propounding the following questions:

1. Name of corporation?
2. Authorized under the laws of what state?
3. Authorized capital stock, describing different classes of same, number of shares authorized, the par value of each, and the number of shares of each issued?
4. List of stockholders of record as of October 1, 1933, showing the number of shares held by each, the city and state in which each reside?
5. List the officers as of October 1.
6. If any stockholders or officers are aliens, please so indicate.

Be it further resolved, that the Commission require that the above set of questions be answered under oath or affirmation and returned to the Commission, and thereafter that the Commission require applicant corporations to report all transfers of stock during the past license period at the time and in connection with their application for renewal of license, which under the law must be sworn to.

**GIANT TRANSFORMER—This audio transformer of the projected new 500 kw. experimental transmitter of WLW now under construction is the largest ever built. Weighing 88,000 pounds, it is shown in contrast with the two-inch six-ounce transformer which Lloyd Shaffer, orchestra leader, is holding in his hands.**

TEST BROADCASTS on the new 500 kw. experimental transmitter being constructed by the Crosley Radio Corp. for WLW, Cincinnati, are promised early in December or sooner by Joseph A. Chambers, WLW technical supervisor. All rotating equipment has been installed at the new plant at Mason, O., 22 miles north of WLW's studios. The 831-foot vertical radiator antenna tower is already being used by the present WLW 50 kw. transmitter.

Other equipment in place includes the 88,000-pound audio transformer, the huge power substation, a giant water cooling system and the power lines. Some 35 men are being employed in the construction work. When completed at a cost of $400,000, the superpower broadcasting plant is expected to have a service radius of 2,500 miles.

## Nets Let Independents Pick Up World Series

IN LINE with its recently announced policy of allowing non-network stations to take presidential addresses and other public events broadcasts, provided member stations in the same locality do not object and provided the stations pay the extra hookup charges, both NBC and CBS permitted their facilities to be used during the recent speeches by President Roosevelt and also during the world series.

The policy on the President's speeches will continue, it is expected, but the addition of non-member stations for such events as the world series was a new departure for both networks. In the Detroit area, CKLW, Detroit-Windsor outlet of CBS, with the assent of the network, extended the courtesy of the world series to WJBK, Detroit, and WEXL, Royal Oak, a suburb. NBC allowed the following stations to carry its world series broadcasts: WOR, Newark; WHBF, Rock Island, Ill.; WMBH, Joplin, Mo., and WHBL, Sheboygan, Wis.

## NBC's New Rate Card Shows Station Increases

RATE CARD No. 14, effective Oct. 1 and incorporating recent station rate changes, has been issued by NBC. It covers the increases for WJR and WEEI of the NBC-WEAF network, WSM and WSB of the South Central group and WFAA-WBAP of the Southwestern group. Under the heading "basic optional service," the new rate card lists the latest NBC addition, WKBF, Indianapolis, which, along with WLW, Cincinnati, becomes available for optional service with the basic NBC-WEAF or NBC-WJZ networks. A revised supplementary folder also lists recent power increases for WSAI, WSB, KTSP and KGIR.

## KVOO Ready for 25 Kw.

KVOO, Tulsa, has informed the Radio Commission it is ready to operate with 25 kw. in conformity with the construction permit granted in 1931. Authorization is expected to be granted as a matter of routine.

## Examiner Recommends 780 Kc. Wave Be Given Don Lee For Redlands

THE FIVE-SIDED fight over the 780 kc. channel of KTM and KELW, Los Angeles, time-sharing 1 kw. stations, both of which former Chief Examiner Yost in 1932 recommended should be deprived of their licenses, led to a report Oct. 10 by Examiner Ralph L. Walker, recommending that the Radio Commission assign this channel to the Don Lee Broadcasting System for a new station at Redlands, Cal., to serve that community, San Bernardino and Riverside.

The report, which remains to be acted upon by the Commission, held that "the services rendered by KTM and KELW appear to add nothing to the services rendered by other stations in the Los Angeles area" and added that "it appears that the establishment of a new station at Redlands, Cal., as proposed by the Don Lee Broadcasting System, would be in the best interests of the listening public and would not deprive persons within the service areas of KTM and KELW of any material service."

Both KTM and KELW asked for license renewals at the hearings last fall, proposing, if granted, to assign their licenses to Hearst newspaper interests, which have a $35,000 option on KTM and a $25,000 option on KELW. At the hearing Earle C. Anthony, operator of KFI and KECA, Los Angeles, asked for the 780 kc. channel in lieu of KECA's present 1340 kc., while the McClatchy newspaper interests asked for 1340 kc. for their KFBK, Sacramento, if the Anthony application should be granted. Examiner Walker recommended denial of the latter application, including denials of license renewals to KTM and KELW which had been granted to them when Yost's original report was reversed on Jan. 20, 1933.

## Big Creamery Drive

ADOHR CREAMERIES, Los Angeles, on Oct. 11 launched its "Opera of the Air" as a Wednesday night feature for two months. KNX, Hollywood, will originate with KFAC, Los Angeles, and KFWB, Hollywood, rebroadcasting first half of series will offer light opera and the remaining four broadcasts for grand opera. Adohr's last radio opera was in 1930 with "imported" singers. Jack Runyon, of the Los Angeles office of Lord and Thomas, handles the account. Edwin Lester, associate of Impressario L. E. Behymer, acts as general director. Arthur Kay, former KHJ music director, will conduct the light operas, while Pietro Cimini, once of the Chicago Grand Opera Co., will direct for the grand operas.

## Comes from India

MAX WYLIE, added to the production staff of CBS, New York, gained his radio experience in Bombay. He went to India to be Professor of English Literature and Philosophy at Punjab University, Lahore, and is the author of "Hindu Heaven."

# Revised Rules Widen Broadcast Band

## 1500-1600 Kc. Seen Available After Continental Treaty; Changes Also Affect Television, Station Sales

OPENING of the band from 1500 to 1600 kc. for possible future allocation to broadcasting stations is signalized by the Radio Commission with the promulgation of its revised rules and regulations, which went to the Government Printing Office Oct. 3 and will be ready for general distribution probably about Nov. 1.

While the revisions for the most part affect non-broadcasting services, the setting aside of the 100 kc. band lying just above the present broadcast band for "general communications service" is regarded as of particular significance to broadcasters. The action was taken in accordance with the agreement reached at the recent North American Radio Conference at Mexico City allowing use of these channels for broadcasting in each nation of the continent, providing no international interference is caused.

### Minor Services Shifted

IN REVISING its allocation tables, the Commission, under Rule 229 of the Rules & Regulations, will clear the 1500-1600 kc. band of its present occupants. It was explained that these frequencies have not been assigned to any specific communications service and are available for assignment to any service to which the Commission may choose. Such minor services as broadcast pickup, motion picture, experimental and marine, fire and police, which have occupied this band, have been shifted to other frequencies in the medium high frequency spectrum ranging from 1600 to 4000 kc.

While the Commission has not announced any definite policy respecting this new band, it is presumed that the 10 channels will be available for broadcasting upon proper application before the Commission and after hearing. The Commission's policy has been, however, not to grant new applications for broadcasting stations, and it seems apparent at this time that its policy will be to use these channels to relieve serious interference existing on the continent by changes in station assignments. It is believed also that the Commission will be disposed to hold in abeyance any allocations in the band until some sort of an agreement for the distribution of broadcasting wave lengths with Mexico and the Central American nations can be worked out. Efforts to this end failed at the Mexico City conference. Most certainly, it is indicated, the Commission does not at present intend to provide additional broadcasting service in these bands through licensing of new stations.

### Television Regulations

IMPORTANT revisions relating to experimental television, under which specific bands are set aside in the ultra high frequencies, are included. Incorporated in the regulations also are the new amateur regulations, revised last June, which became effective Oct. 1. Changes in the general rules, affecting broadcasting as well as other services, are involved, but relate almost entirely to routine procedure with the objective of clearing up ambiguities and of bringing the codification of the radio regulations up to date.

Taking cognizance of experimental television development, notably in the ultra high frequency range, the Commission has revised its allocations in this field. It reduced the number of television bands in the medium high frequency range from five to two of 100 kc. each and augmented the ultra high frequency range by 1500 kc.

The new television bands are 2000-2100 kc. and 2750-2850 kc. in the medium range, and 42000-56000 and 60000-86000 kc. in the ultra high range. Previously, the ultra high bands were 43000-46000, 48500-50300 and 60000-80000. These bands also were licensed for general experimental activities, whereas the new bands are now allocated specifically for television and are considered the "regular" television bands. Experimental stations may use any sideband in this range as "sound track" accompaniment. For the lower frequency television bands, now regarded as "extra" facilities, no regular soundtrack is provided, but the Commission temporarily will allow continued use of the 1550 kc. wave for that purpose.

### Emergency Communication

AS AN OUTGROWTH of the many disasters during the past year, during which many stations were called upon to maintain communication with other communities, the Commission included in the revised code a new rule (No. 23 A) authorizing any licensee during any emergency, when normal communications facilities are disrupted as a result of disaster, to use his station to communicate with any other point, provided proper notice is given to the Commission. This provision, however, does not entirely eliminate the possibility of creating a national land "S. O. S." frequency as has been proposed by Commissioner Lafount.

Widespread revisions in other non-broadcasting services, particularly police, are made. Provision also is made that "special experimental" licenses may be granted for any frequency range in the spectrum. The rules governing the licensing of radio operators for all classes of service also are revised. This subject is dealt with specifically on this page.

### New Assignment Procedure

THROUGH the general rules, provision is made for the execution under oath of all applications and amendments filed for Commission action. Heretofore only verified applications were required. Rigid provisions for the service of all papers in contested cases upon all

(*Continued on page 37*)

# Revised Rules Governing Operators' Licenses . . .

By Lieut. E. K. Jett
Assistant Chief Engineer
Federal Radio Commission

THE FEDERAL Radio Commission on Oct. 3 revised its rules and regulations governing commercial radio operators' licenses. While this action is important to all operators, except amateurs, and to those who seek new licenses, it should be understood at the outset that the revised regulations include no radical changes and it will not be necessary for any licensed operator to obtain a replacement license at this time.

The following are the most important features of the revised regulations:

I. There are seven main classes of operators' licenses. These are valid for the operation of radio stations, except amateur, as follows:

(1) COMMERCIAL EXTRA FIRST CLASS—Any station.

(2) RADIOTELEGRAPH OPERATOR FIRST CLASS—Any station except as follows:
(a) Broadcast stations.
(b) The position of chief operator at stations (not including mobile and fixed stations in the international service) using type A-3 emission with licensed power in excess of fifty watts.

(3) RADIOTELEGRAPH OPERATOR SECOND CLASS—Any station except as follows:
(a) Broadcast stations.
(b) The position of chief operator in mobile stations of the first and second classes open to the international service of public correspondence.
(c) The position of chief operator at stations (not including mobile and fixed stations in the international service) using type A-3 emission with licensed power in excess of fifty watts.

Operators of this class are eligible to act as chief operator at ship stations of the second class after the service record has been endorsed, certifying to six months service as a radiotelegraph operator on board a ship.

(4) RADIOTELEGRAPH OPERATOR THIRD CLASS—Any station except as follows:

Lieut. E. K. Jett

(a) Broadcast stations.
(b) Mobile stations open to the international service of public correspondence.
(c) The position of chief operator at stations using type A-3 emission with licensed power in excess of fifty watts.

(5) RADIOTELEPHONE OPERATOR FIRST CLASS—Any station using type A-3 emission.

(6) RADIOTELEPHONE OPERATOR SECOND CLASS—Any station using type A-3 emission except broadcast stations.

(7) RADIOTELEPHONE OPERATOR THIRD CLASS—Any station except broadcast, using type A-3 emission, which is licensed to use a maximum power of fifty watts; provided, however, this class of license shall also be valid to operate stations using type A-3 emission (except broadcast stations), which are licensed to use power in excess of fifty watts if the chief operator regularly employed at such stations holds a radiotelephone second class license or higher, and that at least one operator holding a radiotelephone second class license or higher is available immediately on call in case of emergency. When this class of license is endorsed showing proficiency in the continental code at a speed of fifteen words per minute such license will also be valid for the operation of aircraft stations using Type A-1, A-2, or A-3 emission.

### Classes Discontinued

II. THE FOLLOWING classes of licenses are no longer issued, but are valid until expiration, and may be renewed prior to Jan. 1, 1935, for the equivalent classes indicated below without examination or proof of service or employment:

(1) COMMERCIAL FIRST CLASS—Equivalent to the radiotelegraph first class with radiotelephone first class endorsement.

(2) COMMERCIAL SECOND CLASS—Equivalent to the radiotelegraph second class with radiotelephone first class endorsement.

(3) COMMERCIAL THIRD CLASS—Equivalent to the radiotelephone third class.

(4) BROADCAST CLASS AND BROADCAST LIMITED CLASS—Equivalent to the radiotelephone first class.

(5) RADIOTELEPHONE CLASS—Equivalent to the radiotelephone third class.

(6) AERONAUTICAL CLASS—Equivalent to the radiotelephone second class.

(7) RADIOTELEPHONE SECOND CLASS (VALID ONLY FOR TELEPHONE OPERATION OF STATIONS IN THE AVIATION SERVICE)—Equivalent to the radiotelephone second class, except does not permit employment as chief operator at stations not licensed in the aviation service using type A-3 emission with licensed power in excess of fifty watts. These licenses may be renewed as a radiotelephone second class license.

III. Effective Jan. 1, 1935, licenses may be renewed provided the service record shows a certain amount of service prior to the date

(*Continued on page 38*)

# Copyright Decision Bothers Canadians

### Hotels, Restaurants Must Pay Fee for Public Reception

By JAMES MONTAGUES
Canadian Correspondent of BROADCASTING

RESTAURANTS and hotels using radio receivers to entertain their guests in public rooms are to be asked to pay the copyright fees as the result of a decision handed down in an English court recently. Canada's copyright law is even stricter than that operating in England, and the Canadian Performing Rights Society, it is understood, will go after restaurants and hotels using radio and demand payment of the copyright fees on the grounds of the English decision and the Canadian law.

The ruling was handed down in the case of a brewer operating a number of restaurants, each of which used a radio receiver to entertain its guests. The judge ruled that each tuning in was a separate performance, and therefore came under the copyright law.

**Might Apply to Homes**

GUESTS in Canadian hotels having radio in their rooms, however, are considered to be in their home, and hotels cannot be charged for copyright fees in this case. But where loudspeakers carry to public rooms, copyright owners can claim a public performance, it is understood. In fact, one official has been reported as stating that the Canadian law could be applied even to a private home where a radio was being used to entertain company, if the windows were open and a crowd collected outside to listen.

Restaurant owners interviewed since the passing of the judgment state that they will not operate their radios if they have to pay a copyright fee, while one large Toronto hotel, which had used a radio in its lobby to entertain guests, has stopped the practice.

**Commission's Stand**

MEANWHILE, Canada's Radio Commissioner Thomas Maher left early in October for New York to take up the question of copyright fees to be paid by the Commission for its programs. He was accompanied by his assistant, Arthur Dupont. The Commission will pay copyright fees of a reasonable amount, Mr. Maher stated, when questioned as to the correctness of the rumor that a $50,000 bill for copyright fees had been received by the Commission. The Commission will not pay as much as $1,000 copyright fee for an hour's program, he stated.

* * *

Canada's Radio Commission changes its mind from day to day, according to recent pronouncements. CRCA, the Commission's Maritime station, at Moncton, New Brunswick, was scheduled to go off the air definitely on October 1. The program schedule for that week did not show CRCA among the list of basic Commission stations. But the list for the week beginning October 8 showed CRCA back on the job, operating on 580 kc. The station, one of the earliest to be established in the Maritime provinces when it blossomed forth as CNRA, was one of the Canadian National Railway network stations.

There are now 18 basic Commission stations, which are scattered from coast to coast. According to the latest Commission information these are: CHNS, Halifax; CFCY, Charlottetown; CFNB, Fredericton; CFBO, Saint John; CRCA, Moncton; CRCS, Chicoutimi; CHRC, Quebec; CRCO, Ottawa; CRCT and CKNC, Toronto; CFPL, London; CKY, Winnipeg; CHWC and CKCK, Regina; CFQC, Saskatoon; CFCN, Calgary; CJCA, Edmonton, and CRCV, Vancouver.

## Death of Parents Calls Buckwalter From NAB

THE DEATH on Oct. 11 of both his mother and father in an automobile accident near Lancaster, Pa., called I. Z. Buckwalter, manager of the Mason-Dixon Group of radio stations and a director of the NAB, away from the NAB convention at White Sulphur Springs. Mr. Buckwalter left immediately for Lancaster, Pa., where he is also manager of the Lancaster Newspapers, Inc.

## 'Andy' White Heads Program Builders

PLANS for organization and incorporation of the Broadcast Producers Group are being pushed by independent program-building agencies in New York, and Maj. J. Andrew White, former president of the network that developed into CBS, is president of the temporary slate of officers. Gardner Osborne is chairman of the board.

It was on behalf of this proposed group, which seeks the status of a trade association, that Mrs. Annette R. Bushman proposed an amendment to the broadcasters' code at the hearing in Washington Sept. 27, seeking to eliminate free auditions entirely, and to fix minimum talent fees for both broadcasts and auditions, grading the stations, and the fees they would have to pay, according to the hour-rate charged by the stations for their time. Another objective was elimination of pyramiding commissions.

About a dozen producing units of one kind or another are now committed to membership in the group when organization is completed, including both radio program builders and Broadway producers, and the membership drive which is contemplated will be directed at individuals and firms in both these classifications.

Mrs. Bushman is a vice president of Allied Productions, Inc., and formerly was head of Radio Counselors, Inc., which produced the "Mr. and Mrs." script act, written by Carlton and Manley for the Graybar Electric Co., and also built the original American School of the Air programs for presentation by Grigsby-Grunow over CBS.

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MACGREGOR & SOLLIE, San Francisco transcription producers, are turning out a series of programs called "Hollywood Impressions" with Anson Weeks' band, and Lou Tobin doing imitations of Hollywood celebrities.

## SOUTH POLE MIKE
### Byrd Party Announcer Named; CBS Carries Farewell

Mr. Dyer

WITH the naming of Charles J. V. Murphy, newspaperman, author and onetime announcer for the Hearst newspapers over WNAC, Boston, as production manager and announcer of the weekly programs to be broadcast over CBS by the Byrd Antarctic Expedition from Little America, the radio personnel of the expedition was completed Oct. 6. Mr. Murphy and John Newton Dyer, who is technical director, will comprise the CBS Antarctic staff.

Mr. Murphy formerly was with the Associated Press, the NEW YORK SUN and the NEW YORK WORLD, and is a personal friend of Admiral Byrd, having written a biography of the explorer. He is 29 and married. Dyer is 23 and unmarried; he was detached from the CBS engineering staff for the assignment.

Dyer is taking along enough spare parts to insure 400 per cent protection on practically all equipment to be used in broadcasting and ship communications. The expedition will establish a research station in Little America to ascertain the characteristics of the earth's magnetism there.

Keyed from WTAR, Norfolk, Va., a farewell broadcast of Admiral Byrd's departure was scheduled for one hour on a CBS network Oct. 15. A crew of CBS engineers was to go to Norfolk to handle arrangements, including pickups from the Byrd flagship *Jacob Ruppert* from which weekly broadcasts are to be relayed to CBS listeners while en route and after it has reached its base.

The feature was to originate from Station KJTY, aboard the *Jacob Ruppert*. When the Antarctic base is reached, its transmitter will be directed toward Buenos Aires, from which point the voices of Byrd and his companions will be directed toward New York and thence to the CBS network. The farewell broadcast of Oct. 15 is to be dedicated by Edwin K. Cohan, CBS technical director, who has been working with Byrd on the exclusive radio arrangements made by the network. General Foods will sponsor the relays from the Antarctic for Grape Nuts.

## Radio Marketing Topic

HOW RADIO within 10 years has led more than 17,000,000 American homes to be equipped with receiving sets, while the annual revenue of broadcasting stations runs more than $50,000,000, will be told to the New York Chapter of the American Marketing Society at its Oct. 19 luncheon meeting in the Hotel Woodstock, New York. The speakers will be Paul Kesten and John J. Karol, CBS officials, and E. P. H. James, sales promotion manager of NBC.

# Paramount Offers New Time Chiseler; Don't Crowd, Boys

### Records Will Be Sustaining Unless Sponsor is Hooked

HERE'S a truly ingenious wrinkle in the free radio time-grabbing racket. It was offered to stations by Daily Paskman, once a broadcaster himself, writing on a letterhead captioned "Paramount Movie Parade, produced by Paramount Pictures Corporation at Hollywood". Oddly enough, the Paramount corporation was also once in radio—and in no small way, as we can well recall. But let the letter itself tell the whole story:

**New Program Weekly**

"A NEW series of 15-minute broadcasts by electrical transcription is being produced by Paramount. Each program will be an outstanding attraction in that the series will include some of the greatest stars of radio, stage and screen in actual dramatic and comedy scenes from Paramount pictures. These programs will also include musical numbers by the Paramount Orchestra and songs by Paramount stars. A new program will be released weekly.

"The Four Marx Brothers in 'Duck Soup' supported by the Paramount orchestra will be the first program in the series commencing the week of October 22nd.

"A group of radio stations will be selected to broadcast these programs weekly, on a sustaining basis, to be scheduled sometime during the early evening after 6 o'clock or late Sunday afternoon or early Sunday evening.

"There will be no charge to your station when used as a sustaining feature.

**If and When**

"*Plans are under way to sell this series of programs to a national advertiser.* An excellent merchandising idea tie-up has been worked out for a commercial sponsor—to be used when the program is sold. *In the event your station is selected as one in the group, and a contract is consummated for commercial sponsorship then your station is to be paid the advertising rate for commercial time from the time it starts on a commercial basis. Negotiations for the sale of commercial sponsorship is being handled at this end exclusively.* [Editor's note—italics are ours.]

"In order to make selection of stations in time for the first broadcast it is necessary to fill in and return the enclosed form at once."

## Texaco Renews

WHETHER Ed Wynn will return to the Texaco "Fire Chief" program has not yet been announced by Hanff-Metzger, Inc., Texaco agency, although it was announced that the Texas Company, effective Oct. 24, will renew the Tuesday night program on all NBC-WEAF and supplementary stations now carrying it, except in Canada and Hawaii.

# "March of Time" Is Merchandised

### Remington Rand Drills Sales Force in Program Values

ELABORATE merchandising of the "March of Time" program, which Remington Rand, Inc., Buffalo, N. Y. (office equipment) began to sponsor over 32 CBS stations on Friday, Oct. 13, included meetings of the sales forces of the sponsor in the different station cities, at which presentations of the program's merits were given, using the technique of the program itself.

Two days before the first broadcast more than 250 Remington Rand salesmen assembled in one of the company's New York offices and were told about the program by A. L. Ruiz, assistant manager of the typewriter division. Shortly afterward, loud speakers were turned on, and the theme song of the "March of Time" was heard, followed by a dialogue between the announcer and salesmen in which the latter asked, and were told, how the program would tie in with their daily contacts.

#### Program as Introduction

AFTER an excerpt (recorded) from a previous TIME program, a letter to the employes signed by James H. Rand, Jr., radio-minded president and chairman of the board, was read, and C. F. Price, vice president and chairman of the general sales committee, spoke from the studio to the assembled sales forces. Another snatch of the TIME technique concluded the meeting.

Emphasis was laid on the fact that the radio program will give all salesmen a high-class introduction to innumerable contacts. Stressing this phase of the campaign, there have been broadsides in the company house organs, letters to stockholders, distribution of leaflets, display cards, tie-in slugs in newspaper and magazine advertising, special program advertisements, and a variety of methods within the organization.

The only difference between the "March of Time" as presented last Friday and the familiar program sponsored by the magazine itself was in the commercial announcements, which were devoted to the new sponsor, TIME receiving a credit line. The magazine does the editorial work on the program in return for the credit line and name of the program being retained; in all other respects Batten, Barton, Durstine and Osborn handle the account for Remington Rand in accordance with the usual client-agency relationship.

## Will Rogers Returns

WILL ROGERS returns to the air for an indefinite number of broadcasts in the "Gulf Headliners" program, beginning with the broadcast Oct. 29, on Sundays at 9 p.m., EST, over the NBC-WJZ network. Rogers, who replaces Fred Stone and family on the program, is expected to broadcast from the coast during the series. The account is handled for Gulf Oil Co. by Cecil, Warwick & Cecil, New York.

## Station Moves

REMOVAL of WKFI, Greenville, Miss., to Greenwood, Miss., was authorized by the Radio Commission Oct. 10. At the same time the Commission set for hearing the application of WMBR, Tampa, Fla., to move to Jacksonville, Fla., and received an application from Walter J. Stewart, as president of the Pecan Valley Broadcasting Co., Brownwood, Tex., for authority to erect a new 100 w. station on 1420 kcs. full time, asking for the quota facilities of WDAH, El Paso.

## New Station Group

FORMATION of the Tennessee Tri-City group, to be sold at a group rate for coverage of the Tennessee market, has been arranged with Scott Howe Bowen, Inc., established as the branch sales office. The stations are WLAC, Nashville; WREC, Memphis, and WDOD, Chattanooga.

# Yankee Contracts Carry Libel Rider

### Shepard Recommends Form To Other Broadcasters

IN VIEW of the intense interest among broadcasters in the matter of their responsibility regarding libel and defamation uttered over their facilities, especially inasmuch as many local and state campaigns are in the offing, John Shepard III, president of the Yankee Network, disclosed to the NAB convention Oct. 10 the text of the "rider" added to all contracts made by his stations and network for time for political broadcasts.

Mr. Shepard said this "rider" absolves his stations of culpability in the event of utterances over which the station managers could not exercise any control beforehand. He recommended it to other stations. It reads as follows:

#### "Rider" Form

IN CONSIDERATION of the execution by Bay State Broadcasting Corporation of the contract for broadcasting time dated _____ 1933, which contract is hereto attached, and for other good and valuable consideration, the receipt whereof is hereby duly acknowledged, the purchaser does hereby warrant and represent to said company that any and all statements, claims, allegations, representations, or any form of words comprising or in any way contributing to the use of said broadcasting time or any broadcast under said contract shall be true and accurate to the best of the knowledge, information and belief of said purchaser; and further, that if at any time the said company shall suffer any damage or incur any expense on account of any such utterance or other form of words in connection with said broadcasting, or any part thereof, then and in any such event the said purchaser and not the company shall reimburse the company for any expenditure, damage, or payment, including reasonable costs and expenses.

In witness whereof the parties hereto have set their hands this _____ day of _____ 1933.

_____
Purchaser

Bay State Broadcasting Corporation

By _____

# Philco Will Use Press Despite View on Radio

WHILE many newspapers have shown a tendency to regard radio as a rival, both in advertising and news dissemination, Philco Radio & Television Corp., Philadelphia, announces that it is "demonstrating its freedom from prejudices by placing a considerable portion of its fall advertising in newspaper space." The Philco account, handled by F. Wallis Armstrong Co., Philadelphia agency, sponsors the Boake Carter news comments five nights weekly on CBS, which it said will continue on a regular basis.

Sayre H. Ramsdell, Philco sales promotion manager, announces a special fall and Christmas advertising campaign—by far the heaviest in the big radio manufacturing company's history—calling for the addition of full page schedules in more than 50 metropolitan newspapers to the extensive campaign already ordered in radio and national magazines. The campa. will carry through November and December, bringing to $600,000 the company's total advertising appropriation for the 11 weeks preceding Christmas.

# Roster of NAB Attendance . . .

*(Continued from page 11)*

Lohnes, H. L., Washington.
Loucks, Philip G., NAB, Washington.
Lounsberry, I. R., WGR-WKBW, Buffalo, N. Y.
Loyet, P. A., WOC-WHO, Des Moines.
Lucy, C. T., WRVA, Richmond, Va.
Lyons, J. T., WCAO, Baltimore.

McCollough, C. R., WGAL, Lancaster, Pa.
McCosker, Alfred J., WOR, Newark.
McCurdy, B., Graybar Electric Co., Kansas City.
McIver, J. W., WWNC, Ashville, N. C.
McNary, J. C., NAB, Washington.
MacPherson, J. R., WIBO, Chicago.
Macy, J. W., Scott Howe Bowen, Inc., Chicago.
Maland, J. O., WOC-WHO, Des Moines.
Mark, Leroy, WOL, Washington.
Marchal, Edwin A., WADC, Akron, O.
Maslin, R. S., Jr., WFBR, Baltimore.
Meighan, H. S., Scott Howe Bowen, Inc. New York.
Melrose, G. C., WJAY, Cleveland.
Merquelin, J. D., Western Electric Co., New York.
Meyer, Phil J., KFYR, Bismarck, N. D.
Meyers, Carl J., WGN, Chicago.
Midgley, C. E., Jr., Batten, Barton, Durstine & Osborn, New York.
Monahan, H., ADVERTISING AGE, New York.
Murray, G. A., Western Electric Co., New York.
Musselman, Bryan, WSAN, Allentown, Pa.
Myers, C. W., KOIN, Portland, Ore.

Neebe, Joseph H., J. H. Neebe Co., Detroit.

O'Fallon, Gene, KFEL, Denver.

Palmer, D. D., WOC-WHO, Des Moines.
Palmer, F. A., WCAH, Columbus, O.
Patt, John F., WGAR, Cleveland.
Petry, Edward, Edward Petry & Co., New York.
Phillips, C. F., WFBL, Syracuse, N. Y.
Pickard, Sam, CBS, New York.
Platt, Bernard, BROADCASTING Magazine, Washington.
Price, C. U., KFH, Wichita, Kan.
Provensen, Herluf, WLBW, Erie, Pa.
Pyle, K. W., KFBI, Abilene, Kan.

Raymer, P. H., New York.
Read, H. C., A. T. & T. Co., New York.
Reynolds, R. M., Edward Petry & Co., Atlanta.
Richard, George A., WJR, Detroit.
Richardson, O. E., Western Electric Co., New York.
Rintoul, S. R., World Broadcasting System, New York.
Robinson, Hubbell, Jr., Young & Rubicam, Inc., New York.
Robinson, Ira E., Washington.
Rohr, E. C., Electrical Research Products, Inc., Chicago.
Rubin, M. F., WJAY, Cleveland.
Runyon, M. R., CBS, New York.
Russell, Frank M., NBC, Washington.
Ryan, J. H., WSPD, Toledo.

Sadenwater, Harry, RCA Victor Co., Camden, N. J.
Scharfeld, A. W., Washington.
Schrieber, J. A., WKBF, Indianapolis.
Schudt, William A., WBT, Charlotte, N. C.
Schuette, Oswald F., NAB, Washington.
Segal, Paul M., Washington (WCSH).
Shaw, Harry, WMT, Waterloo, Ia.
Shuford, J., WNAC, Boston.
Shott, J. H., WHIS, Bluefield, W. Va.
Simmons, A. T., WADC, Akron, O.
Slavick, H. W., WMC, Memphis, Tenn.
Sleininger, C. L., Free & Sleininger, Chicago.
Smith, G. S., Washington.
Smith, G. W., WWVA, Wheeling, W. Va.
Smith, J. L. M., WBIG, Greensboro, N. C.
Smith, T., RCA Victor Co., New York.
Smith, V. H., WREN, Lawrence, Kan.
Snyder, Glenn, WLS, Chicago.
Soule, R. G., WFBL, Syracuse, N. Y.
Spence, Edw. M., WPG, Atlantic City.
Squire, B., WGAR, Cleveland.
Stein, A., World Broadcasting System, New York.
Stewart, Jack, WFBR, Baltimore.
Stone, Harry L., WSM, Nashville.
Storer, George W., CKLW, Detroit-Windsor.
Storey, John J., WTAG, Worcester, Mass.
Sutton, G. O., Washington.
Sykes, E. O., Federal Radio Commission, Washington.

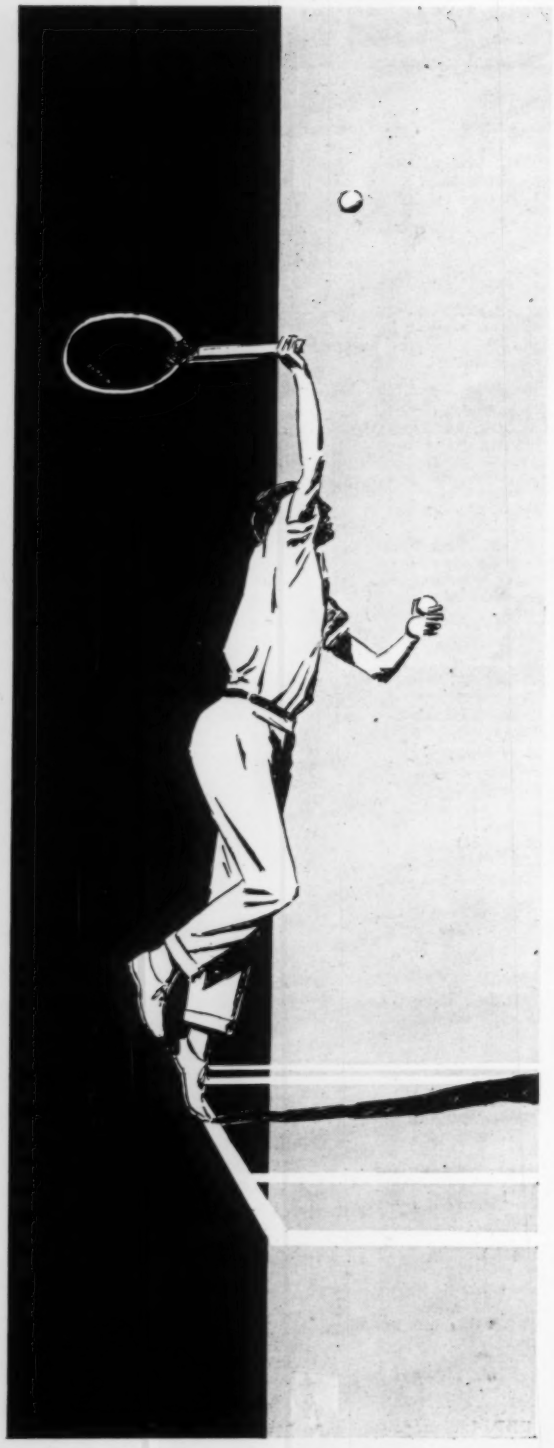
Taishoff, Sol, BROADCASTING Magazine, Washington.
Tasselli, R., G. I. Ricordi & Co., New York.
Taylor, C. M., WBEN, Buffalo, N. Y.
Taylor, F. G., BROADCASTING Magazine, Washington.
Tevis, G. L., KMOX, St. Louis.
Thomas, N. A., WDOD, Chattanooga, Tenn.
Thompson, R. M., KQV, Pittsburgh.
Thompson, Roy, WFBG, Altoona, Pa.
Twamley, E. H., WBEN, Buffalo, N. Y.
Tyson, Levering, National Advisory Council on Radio in Education.

Vance, H. C., RCA Victor Co., Chicago.
Van Volkenburg, J. L., KMOX, St. Louis.
Voynow, E. E., Edward Petry & Co., Chicago.

Walker, L., Graybar Electric Co., Richmond, Va.
Walker, N. S., WHBC, Canton, O.
Ward, J. T., WLAC, Nashville.
Warren, W. W., KOMO-KJR, Seattle.
Weber, Fred, NBC, Chicago.
Weddell, W. L., Erwin, Wasey & Co., Chicago.
Weiss, Lewis A., WJR, Detroit.
West, William H., KSD, St. Louis.
Wheelahan, H., WSMB, New Orleans.
Whittemore, L. E., A. T. & T. Co., New York.
Williamson, W. P., WKBN, Youngstown, O.
Wilson, L. B., WCKY, Covington, Ky.
Wilson, W. A., WOPI, Bristol, Tenn.
Winger, E. W., WDOD, Chattanooga, Tenn.
Withycomb, Don, NBC, New York.
Wooten, H. B., WREC, Memphis, Tenn.

Young, Dr. George W., WDGY, Minneapolis.

# *Our Service*—



And the score is in your favor and in favor of the listeners in the communities we serve, as it has been since we first went on the air!

We have always been alert to improve our program structure and our broadcasting facilities.

Likewise, we have always given to advertisers and their agencies the best service obtainable.

With this thought in mind, we have taken a step—which we believe to be most progressive—the appointment of an exclusive national sales representative organization.

This step has been taken so that we may render a specialized and more intelligent service.

THE *PRINCIPLE* UPON WHICH EDWARD PETRY & COMPANY, INC., OPERATES MEETS

# *Your Advantage!*

Advertisers and their agencies can best be served by trained advertising executives, who are the stations' *own* representatives—who know our facilities—territories—markets; and who can intelligently coordinate them to the advertisers' requirements.

This service best serves the broadcast advertiser. It is available to you through the five fully equipped offices of our representatives.

Contracts will be accepted *only* through any of these five offices—or direct.

All billing and collecting is done direct by the individual station.

| CITY | STATION |
|---|---|
| Atlanta | W S B |
| Birmingham | WBRC |
| Bismarck | KFYR |
| Buffalo | WBEN |
| Dallas | WFAA |
| Detroit | W W J |
| Fort Worth | WBAP |
| Hot Springs | KTHS |
| Houston | KPRC |
| Indianapolis | WFBM |
| Kansas City | WDAF |
| Louisville | WHAS |
| Memphis | W M C |
| Milwaukee | WTMJ |
| Nashville | W S M |
| New Orleans | WSMB |
| Norfolk | WTAR |
| St. Louis | K S D |
| Salt Lake City | K S L |
| San Antonio | WOAI |
| Shreveport | KTBS |
| Tampa | WDAE |
| Tulsa | KVOO |
| Wichita | K F H |

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**EDWARD PETRY & CO.**
**Incorporated**

**NEW YORK · CHICAGO · DETROIT**

**SAN FRANCISCO · · ATLANTA**

WITH THE APPROVAL OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES.

# BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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## All Set to Go

IN THESE DAYS, an industry seems no stronger than its trade association. The NAB proved itself a trade association worthy of the task entrusted to it at the White Sulphur Springs convention which adjourned Oct. 11. Compared with previous conventions, big things were accomplished. More was done in a tangible and forthright way than at all previous conventions combined. The way the meetings clicked along, battering down trade practices inimical to the industry's welfare and building up standards and ethics which are certain to be reflected in increased business, was inspiring.

Too much credit cannot be given to President McCosker, his board and Managing Director Loucks for the fine job of building up the NAB. It is fortunate that the McCosker administration has been returned to office almost intact. Last year, following the NAB convention, we expressed a generally held conviction when we stated editorially that unless the NAB pulled itself together, there soon would be no NAB. That it has met the challenge is shown by the standing of the organization today.

There are many battles just ahead which require tactful handling and resourceful leadership. That leadership is at hand. And, thanks to the enthusiastic response of the broadcasters, adequate funds to carry on the work, particularly the copyright battle, have been pledged and provided for by means of the newly revised scale of dues. If the fight against ASCAP was vigorous during the last year, it will be doubly so hereafter—until an equitable contract is secured or until the music trust is dissolved.

About one-half of the nation's stations are NAB members. Before many months elapse, by virtue of the requirements of the NRA code, practically all stations should be aligned with the trade association. It behooves every station to join because, whether it is a member or not, it will be subjected to the same method of regulation as member stations are under the code of fair competition. Failure to abide by the code on the part of non-member stations would simply open the way for Uncle Sam to step in and do the regulating.

## Labor Speaks Out

ORGANIZED LABOR, through the executive council of the American Federation of Labor, has fallen solidly behind Radio by the American Plan. A resolution adopted by the A. F. of L. last year providing for an investigation of radio advertising and, if feasible, support of national legislation prohibiting "long advertising lectures and speeches over the radio" has been answered with the finding that thousands would be thrown out of work if advertising were eliminated or seriously restricted.

That the council is opposed to the so-called British system of government control was seen in its reference to the fact that in some countries a set tax is levied upon listeners. It pointed out that a similar plan would have to be pursued in this country if advertising were prohibited or restricted.

This report is of particular significance because it comes at a time when schools all over the country are debating this very issue, agitated by factions opposed to commercial radio. Moreover, its effect upon labor advocates in Congress should be beneficial, because it is a direct answer to certain legislators sponsoring legislation for an investigation of commercial radio and suggesting government ownership.

Of interest is the way in which the executive council carries the fight to newspapers and magazines, many of which have been closely allied with the anti-radio agitation. The council brought out that it is doubtful if radio advertisers have materially decreased their publication space, but it pointed out that many newspaper publishers use this argument in asking for wage reductions.

New inventions, like radio, the council said, cause many changes in old established industries. But, it wisely concluded, "progress cannot be stopped."

## Tugwell Starts Things

THAT THERE are two distinct sides to the proposed food and drugs legislation drafted by the Department of Agriculture, is strongly indicated in the storm of protest received by BROADCASTING since publication in our Sept. 15 issue of an official interpretation of the measure by Assistant Secretary Tugwell, chief author and sponsor of the bill. In this issue we publish a reply to that article by Frank A. Blair, president of The Proprietary Association, who minces no words in his criticisms.

Prof. Tugwell said, in answer to the deluge of questions from advertisers, radio executives and publishers, that the measure is not aimed at manufacturers and advertisers of bona fide products, but at the elimination of disreputable concerns and the stifling of unwarranted advertising claims. In the long run, this will mean more and better advertising for all media, he contended. But Mr. Blair interprets the measure as one which would cripple or destroy the food, drug and cosmetics industries, from which broadcasting derives a large part of its revenue.

Where Prof. Tugwell holds that existing legislation is insufficient to protect the consumer against harmful merchandise, Mr. Blair insists that the existing law is adequate and that the proposed legislation would all but ruin the package medicine industry.

This whole question is naturally of vital interest to every broadcaster and agency. The industry does not want to be party to the merchandising of dangerous products. But it also does not want to have thrown off the air, through bureaucratic caprice, legitimate accounts in the important food, drugs and cosmetic fields.

All elements concerned will do well, individually and through their trade association, to keep close tab on this proposed legislation. First hearings on the measure will be held probably early in December before a subcommittee of the Senate. Manufacturers, advertisers, agencies and advertising media will be heard along with government officials. The NAB should be prepared to present the broadcasting industry case, and in the meantime should scrutinize every step in the procedure.

## The RADIO BOOK SHELF

THE POSSIBILITY of establishing a number of low power broadcasting transmitters, instead of a single high power station, in urban areas, each supplied with the same modulated wave from a central point by means of appropriate transmission circuits, is seen in the results of "A Study of Reception From Synchronized Broadcast Stations" by Charles B. Aiken, of the Bell Telephone Laboratories, in the September PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. The paper gives the practical results of an extensive analysis of the detection of two modulated waves of identical carrier frequency. Experimental work in the laboratory has confirmed the results of the theoretical analysis expressed in mathematical and engineering formulas.

Explaining the possibility of substituting several low power transmitters for a single high power station, by means of synchronization, Mr. Aiken says: "The total radiated power required for adequate coverage should be far less than that required when a single high power transmitter is used. On this account there would be a great reduction in the total sky wave and consequently a great reduction of interference at distant points."

A COMPREHENSIVE analysis of the western market, entitled *Selling the West*, and prepared by Edwin Bates, special agent of the Department of Commerce, has just been issued by NBC, Pacific coast division. The brochure presents considerable factual data, illustrated with maps and supported by tabular statistics, about the western market, its population, coverage of NBC stations, and sales potentialities. It deals with each trade territory separately. The booklet should be of especial value to firms interested in developing western business. It is designed primarily for the use of sales and advertising executives.

SOME PRACTICAL advice on speaking English over the air is contained in *How to Speak English Effectively* by Dr. Frank H. Vitzetelly, who among other things is consultant on pronunciation of CBS and dean of the Columbia Announcers' School of Pronunciation (Funk & Wagnalls Co., N. Y., $1.75).

# We Pay Our Respects to—

DOUGLAS COULTER

HIS LOVE for music and the theater turned Douglas Coulter's career to the art of directing commercial broadcasts for N. W. Ayer & Son, Inc., back in January, 1925. When he strolled into Ayer's New York office at that time, the Ayer officials were intent upon organizing a radio department for their clients. Very little was known about broadcast advertising and what experience had been gained was carefully guarded. Ayer wanted a man with personality and foresight. Coulter seemed to be the man for the job.

The National Carbon Company was the first of Ayer's clients to put on a commercial broadcast and Coulter was instrumental in making it a big success. Instead of confining it to one type of entertainment he included several fields —comedy, drama, dance music and classical music. This was the first advertising program containing a variety and it was well received for seven years by the radio audience.

Since then the radio department of N. W. Ayer & Son, Inc., under the guidance of Douglas Coulter, who was elected vice president early in 1931, has contributed greatly to the improvement of radio advertising. With a staff of 25 it renders its clients a radio advertising service complete in every detail. It is equipped to prepare a radio campaign in all its phases—scenarios, script, music, station relations and the merchandising of radio campaigns through all distribution channels.

"D. C." was born June 26, 1900, in Baltimore. His grammar school and high school education was secured in Baltimore. He entered Johns Hopkins University in 1916 and was graduated in 1921. During the war he was in the Naval Air Forces for a year. But the war was over before he was able to get abroad.

In his college years Coulter majored in the classics. After graduation he devoted a year to teaching Latin in Baltimore high schools and taking graduate work at Johns Hopkins. It was not long before he decided to see something of the world and sailed in 1922 for Europe. He spent his winters at Cairo, Egypt, and taught at the American University there. He spent one summer in Central Africa hunting.

Shortly after his return from abroad he walked into the Ayer office at the instigation of one of his friends.

Coulter's chief sports at school and college were baseball, swimming and football. Now his leisure time is spent not in playing bridge or golf, but at his home in Bronxville with his wife, whom he married in 1926, and his three-year old son, Douglas, Jr. For diversion he looks to the stage.

Among the outstanding programs prepared under Douglas Coulter's direction are the 1932 programs featuring Jack Benny and George Olson for Canada Dry Ginger Ale, Inc.; Famous Trials sponsored by the National Dairy Products Company and featuring Clarence Darrow, James M. Beck, Arthur Garfield Hayes and Dudley Field Malone; and the 1933 program for Armour & Company starring Phil Baker.

The "Eno Crime Club" program for Harold F. Ritchie, Ltd., is one of the most successful of the spectacular types ever put on the air by Ayer, certainly so far as actual results are concerned. It is now ending its third year and will continue indefinitely.

On Sept. 14, this year, Ayer inaugurated a new series of 26 broadcasts for the Jeddo-Highland Coal Co. This program, which is being broadcast over NBC from Rochester, N. Y., to Washington, D. C., dramatizes famous children's books. Each book will be used as a series of dramatized broadcasts until it has been completed. Some of the books to be used are Treasure Island, The Three Musketeers and the Tale of Two Cities.

October will bring a series of novel circus programs written by Courtney Riley Cooper for Scott's Emulsion.

## PERSONAL NOTES

THEODORE C. STREIBERT, assistant dean of Harvard Business School since 1929, has joined the executive staff of WOR in the commercial department. A native of Albany, N. Y., he is a graduate of Wesleyan University, and is a director of Pathe News.

JOHN L. CLAYTON, in charge of radio activities of the Century of Progress, on Oct. 15 joins WLS, Chicago, as studio director. Mr. Clayton for nine years was a foreign correspondent of the CHICAGO TRIBUNE and for four years was in charge of promotion for the Chicago Civic Opera.

HARRY C. BUTCHER, manager of WJSV, Washington, went to Des Moines Oct. 5 to attend the funeral of his father-in-law, onetime mayor of Des Moines, who died following an automobile accident.

SIDNEY DIXON, former production manager of KYA, San Francisco, and at one time national sales manager of the Northwest Broadcasting System, has been appointed manager in charge of local sales of the NBC Pacific Division. He succeeds Lindsey Spight, who resigned to become affiliated with a firm of radio station representatives.

CLARENCE E. WHEELER, noted composer, orchestra conductor and arranger, has been signed by CBS to direct its Chicago and WBBM orchestras, beginning Oct. 9. Eddie Copeland, saxophonist, formerly with Sousa's Band and the Chicago Symphony, has been appointed assistant director.

GEORGE BRICKER, former assistant to Donald Flamm at WMCA, New York, has accepted a position in the scenario department of Metro-Goldwyn-Mayer, Hollywood, and was to leave Oct. 14 for his new post.

STANLEY CHAMBERS, formerly of WOR, Newark, is now in the commercial promotion department of WMCA, New York.

CECIL WIDDEFIELD, formerly with Lambert & Feasley, New York agency, has joined the commercial department of WHB, Kansas City.

HERBERT WITHERSPOON, traffic manager of KHJ, Los Angeles, has been given the duties of publicity director temporarily, succeeding L. A. Mawhinney, who has been named western manager of the Columbia News Service.

A. F. SINZ has been added to the commercial staff of KGIR, Butte, Mont.

CAMPBELL McCULLOCH, Los Angeles radio writer and transcription producer, has been named NRA executive secretary in Southern California.

JAMES POST, of the sales staff of World Broadcasting System, has been placed in charge of public relations for that organization. He formerly was with NBC in New York.

EDWARD R. SAMMIS, formerly New York editorial representative of Fawcett Publications, Inc., has joined the publicity staff of CBS and will take charge of the magazine division. Robert A. Wilkinson, who has been in newspaper work since leaving NBC, has joined the CBS publicity staff, and will have charge of the office at night.

WILLIAM A. SCHUDT, Jr. manager of WBT, Charlotte, N. C., who for several years conducted the "Going to Press" period on CBS, plans to return to New York for the Thanksgiving holidays, his first visit to his home town since he was assigned to the managership of WBT. Mr. Schudt has just been appointed a Colonel in the local NRA organization.

LESLIE ATLASS, CBS vice president in charge of the Chicago division, and Mrs. Atlass are the parents of a daughter, Harriet Jane, born Sept. 26.

ROBERT KAUFMAN formerly of WBEO, Marquette, Mich., and WINS, New York, has been appointed director of publicity in the Chicago office of CBS.

H. T. SUDDUTH, at one time commercial manager of WJBY, Gadsden, Ala., and lately editor of Southern Radio News, Birmingham, has joined the advertising staff of WJDX, Jackson, Miss.

BEN LUDY, formerly with the Coolidge Advertising Agency, Des Moines, has joined the business staff of WIBW, Topeka, Kan., whose new manager is Don Searle, former manager of KOIL, Council Bluffs, Ia.

EDWIN A. MATTER has been added to the station relations staff of the NBC Chicago studios.

L. C. MORRISON, of Belle Fourche, S. D., former state commander of the American Legion, on Oct. 1 took charge of the radio department of the House of Gurney, Yankton, S. D., operator of WNAX.

PAULINE GILDER and Joseph Hill have resigned from the program department of NBC, New York, music division, effective Oct. 15.

JOSEPH P. HIGGINS, who went from RCA Victor to NBC as supervisor of song lyrics, has resigned to take charge of recording contracts for the Irving Mills unit formed since the dissolution of Mills-Rockwell, Inc.

## BEHIND THE MICROPHONE

MARGARET CUTHBERT, chief of the NRA Speakers Bureau, has been assigned as American guide to S. P. B. Mais, noted British author and radio commentator, during his current tour to "rediscover America", his speeches being heard Friday afternoons over an NBC-WEAF network from various points he visits and relayed to the BBC.

HAL TOTTEN, sports announcer in the NBC Chicago studios, has been appointed to new duties in the program department of the NBC Chicago studios by Sidney Strotz. Totten formerly was a member of the staff of the press department.

DON WILSON has been transferred from the NBC Pacific Coast staff to announce sports events from New York. He is a former University of Utah athlete.

LORRAINE PANKOW, for four years leading actress with WGR and WKBW, Buffalo, has joined CBS to play the leading role in the Hecker H-Bar-O Rangers program.

COLONEL STOOPNAGLE and Budd, following an extended personal appearance tour, have signed a two-year contract with CBS and have also been engaged to make a series of six talking picture shorts for Educational Pictures, Inc.

GENE AUSTIN, noted recording and radio artist, has decided to make his home in Charlotte and has been booked to appear on WBT.

G. WALTER VOGT, formerly with KFBI, Abilene, Kan., has been recalled to the post of chief announcer of the Omaha studios of KOIL, Council Bluffs, and KFAB, Lincoln, Neb.

MISS ADELE HOWIE, Jackson winner of the Mississippi division of the Atwater Kent auditions and a soloist on WJDX, Jackson, Miss., was recently voted second place as "Miss Jackson" in a field of 53 entrants. Lois McCormick, WJDX staff pianist, was a guest artist recently on WPTF, Raleigh, N. C., during her vacation in that city.

JOHN SCHOOLCRAFT resigned Oct. 1 from the production department of NBC in San Francisco to go to New York. Byron Mills was transferred from the network's music library to replace him.

JACK JOY, musical director at KFWB, Hollywood, has been put in charge of two half-hour programs weekly for Warners-First National. Orchestra will be augmented to 18, plus vocalists, and will be used on broadcasts which will call attention to the talkie hits.

FRED BORGERHOFF, former announcer and publicity director of WAIU, Columbus, O., lately with WGAR, Cleveland, has joined the announcing staff of WJR, Detroit.

PETER DIXON, script writer, left by plane for Los Angeles Oct. 2 to supervise production of the western version of his "H-Bar-O Rangers" script for Erwin, Wasey & Co.

BLAYNE BUTHER, formerly of WLW, Cincinnati, and a member of the announcing staff of WCAU, Philadelphia, has been appointed supervisor of night programs at WCAU.

HARVEY SMITH and Franklin Starr have been added to the announcing staff of WDEL, Wilmington, Del., Emil G. Tessmann having resigned to accept a position with the Philadelphia branch of the Crazy Crystals company.

ROBERT HALL has been added to the radio department of the SAN FRANCISCO CALL-BULLETIN to broadcast the news periods under the direction of Duke Meyer, radio editor.

JUSTIN WINKLE and Jack Watts have been added to the announcing staff of WOL, Washington, which went on full schedule with its affiliation Sept. 25 with the Amalgamated Broadcasting System.

GUSTAV KLEMM, program supervisor of WBAL, Baltimore, and widely known composer, has two new songs among the fall publication lists, one being "I Thought of You" with lyrics by J. Will Callahan, and the other "Marigolds", with lyrics by Gene Brown, WBAL publicity director.

HENRY HYDE, veteran radio performer, will return to the western NBC network sometime this fall to resume his "Star Gazing" programs on astrology.

## Operators Organize

RADIO technicians of San Francisco have organized as the Association of Radio Broadcast-Technicians, asked for improved hours, wages and working conditions, and forwarded a code to Washington. The code was presented to Deputy Administrator Sol Rosenblatt by the Independent Brotherhood of Electrical Workers, affiliated with the A. F. of L. But after a series of conferences with San Francisco radio executives, the technicians, most of them working for NBC, agreed to accept a company union. In early October they were to elect officers and present a constitution to NBC.

Mr. Beltz

## Sent to San Francisco

W. H. BELTZ, formerly assistant manager of the installation and service department of RCA Photophone and at one time acting assistant chief engineer of RCA Communications, has been assigned to the San Francisco office of RCA Victor in charge of the western district. He replaces C. F. Coombs, resigned. Mr. Beltz, who was a marine radio operator during the war and is now a lieutenant commander in the naval reserve, is a graduate of the University of Kansas.

## IN THE CONTROL ROOM

J. P. TAYLOR, sales engineer of RCA Victor Co., at Camden headquarters, is in Albuquerque, N. M., recuperating from a recent illness. He is expected to remain there several months.

GILBERT A. MONRO has returned to his post at WBT, Charlotte, N. C., after an absence due to severe burns suffered from cross with a pair of high voltage wires.

LEO PERRAS, operator at KGIR, Butte, Mont., was married recently to Elsie Diller.

RALPH N. HARMON, general engineer of the Westinghouse stations, and Mrs. Harmon, are parents of a daughter, Nancy May, born in Springfield, Mass., Sept. 25.

D. REGINALD TIBBETTS, assistant chief operator of KROW, Oakland, Cal., has secured a group of short waves from the Radio Commission to operate a series of portable mobile radiophone stations in connection with construction work on the new San Francisco-Oakland bridge.

LORING DANIELS has joined the operating staff of WDEL, Wilmington, Del.

COMDR. T. A. M. CRAVEN, Washington consulting radio engineer, and Mrs. Craven are the parents of a son, born Sept. 26.

PHILO T. FARNSWORTH, television inventor who recently left the staff of Philco Radio & Television Corp., Philadelphia, is reported by the NEW YORK SUN of Sept. 30 to be back in Los Angeles where it is said he is forming a corporation to promote television.

EDWARD JOHNSON, master control operator, and George Lewis, relief engineer, of WCAU, Philadelphia, have been promoted to supervisors under John G. Leitch, chief engineer.

HARRY SIELS, chief engineer of WNAX, Yankton, S. D., and Mrs. Seils are the parents of a daughter, born in September.

HERBERT HOLLISTER, manager of WLBF, Kansas City, Kan., on Oct. 12 went from the NAB convention at White Sulphur Springs, W. Va., to meet John E. Dyer, CBS engineer accompanying the Byrd expedition, to see the departure. Dyer is an old amateur crony of Hollister's, and Hollister expects to maintain contact with him directly through his "ham" station, W9DRD.

NICK ANGELO, technician at the Freeman Lang sound studios in Hollywood, will take a singing part in the "Radio Station Mystery" transcription series. At one time he ran second to Donald Novis in a sectional Atwater Kent audition.

R. A. SCHLEGEL, engineer at WOR, Newark, has purchased the Rockland Game Preserve (N. Y.) for the purpose of training bird dogs and providing hunting of pheasants for the city folks.

PAUL REVEAL and Richard Davis, of WOR's engineering staff, both have married recently.

J. E. BECKETT has joined engineering staff of Freeman Lang Hollywood sound studios. He will have direct charge of the "Deidre," Lang's "floating audition boat".

E. A. LAPORT, formerly with the Westinghouse company, has joined Paul Godley, Montclair, N. J., in the consulting radio engineering practice.

C. E. PFANTZ has been appointed manager of the RCA Central Frequency Bureau in Washington.

## CBS Makes 15 Shifts In N. Y. Engineer Staff

CHANGES in the personnel of the engineering departments of CBS, New York, are announced as follows by E. K. Cohan, technical director: Howard A. Chinn, promoted from staff to assistant to the technical director; Sydney Berger, formerly with the A. T. & T. Co., New York, to field division; Horace R. Guillotte and Davidson M. Vorhes, both formerly with WDSU, New Orleans, to field division; Arthur B. Mundorff, former CBS employe, to field division; Morton W. Stearns, former CBS employe, to field division; J. E. Wilson, formerly with Bell Laboratories, to field division; Kendall E. Davis, transferred from field division to studios; Robert Livingood, formerly with WMBC, Detroit, to studios; John McCartney, Jr., formerly with WCCO, Minneapolis, to studios; John Mason, former CBS employe, to studios; Francis W. Protzman, formerly with WOKO, Albany, N. Y., to studios; Hugo W. Busch, formerly with Fada, to maintenance division; Lester N. Hatfield, formerly of Washington State College, to maintenance division; Robert R. Robb, former CBS employe, to maintenance division; Thomas J. Donohue and Gustav Hengel, Jr., former CBS employes, to WABC transmitter staff.

## NBC Adds Engineers

ENGINEERS added to the studio and field staffs in the technical department of NBC, New York, include: J. R. DeBaun, R. E. Burns, J. B. Knight, E. Stolzenberger, L. E. Pamphilon, E. W. Novy, C. J. Maloney, R. D. Compan, E. W. Lewis, Jr., and Hollis Young. The last two are former NBC employes, and Young has just returned from a trip to the Fiji Islands, made for Fox Films.


KSD

IN ST. LOUIS

Merchandising Cooperation of Superior Quality

The thoroughly experienced organization of the Post-Dispatch Merchandising Service Bureau is available to advertisers using time on KSD.

*Red Network Outlet for National Broadcasting Company*

Station KSD — The St. Louis Post-Dispatch
Post-Dispatch Building, St. Louis, Mo.

Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit
St. Louis San Francisco Atlanta

# ADMIRACION SHAMPOO

# from 37th to 3rd place in 6 months!

ADVERTISERS with new products to introduce to the New York market but fearful of the time and expense required to do the job, can take heart from the story of Admiracion Shampoo.

This new product backed by an inexpensive broadcast program over WOR, captured the New York market in only six months time! Read what their advertising agent, Charles Dallas Reach, says:

> "Our client, the National Oil Products Company, had been advertising their new soapless shampoo, Admiracion, in newspapers and magazines, and the progress, while steady, was rather slow and expensive. We felt the product was a 'natural' for radio and persuaded them to try a test campaign on your station.
>
> "In less than six months time Admiracion sales in the greater New York market had increased over 400 per cent and a survey among drug wholesalers revealed Admiracion was third place in volume among the forty odd hair preparations they stocked. We attribute our success in the New York market to your station."

*Miss Jean Wanamaker, of the Charles Dallas Reach Staff, whose beauty talks over WOR helped make Admiracion Shampoo a leading seller in the New York market.*

But obviously, WOR alone can't win the New York market for you. Your product must be RIGHT, your sales approach and merchandising methods must be RIGHT. You supply these, tell WOR's vast audience about your product often enough and interestingly enough and, well—six months from now you'll have a story like this to tell us!

**WOR**

*America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area*

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway  Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.

# Hogan Says Television is Ready

*(Continued from page 17)*

live talent controversy, the answer is that a well equipped television station must be able to use both. The film is ideal for syndication of television program material, and may well become the backbone of future transmissions. On the other hand, some programs cannot easily be put on film in time to be of value, and some are not worth the cost of recording. For these it is essential to have equipment competent to pick up the artist directly in the studio.

And now we come to the question of radio channels for television service. This is obviously of as much importance as is the corresponding question in sound broadcasting. As this is written, television has available for experimental transmissions five 100 kc. channels in the medium wave spectrum and three much wider channels in the ultra-frequency range. The medium frequency channels center on 1650, 2050, 2150, 2250 and 2800 kc., three of these providing a continuous band from 2000 to 2300 kc., but the highest portion of the band is subject to priority of use outside the United States.

### Wave Merger Urged

IT WOULD obviously be better to consolidate the five channels into a single band, not only because of the simplification of receiver design and operation which that would make feasible, but because greater freedom would be permitted in the assignment of carrier frequencies to individual stations. Thus more television stations could be accommodated, wider modulation bands could be used by many or all of them, and an improved television service could be rendered.

There is a certain tendency away from such consolidation of the channels into a single block. If the United States were to adopt the proposals of the recent Mexico City conference, only two 100 kc. channels, centering on 2050 kc. and 2800 kc., would be available for medium frequency television. Two such channels would accommodate, without substantial immediate hardship, the experimental transmissions that are now being carried on. However, such a channel reduction would leave little or no opportunity for the future growth of medium wave television, and would prevent the development of wider-band transmission in this part of the spectrum. * * *

It would be unwise to limit television channel facilities to the minimum required today; it is essential to provide for as much as possible of the future growth that is now indicated.

### Ultra High Frequencies

SO FAR I have said little as to the possibilities of television services on the ultra high frequency waves. There is no doubt that the range from 40,000 to 80,000 kc. has many attractive properties that are useful in television. Wide frequency bands are available for modulation, the coverage is relatively restricted, and there is substantial freedom both from fading and from static interference. Against these extremely helpful characteristics we have the disadvantages that city and suburban coverage is extremely irregular, that automobile and electric interference is exceedingly severe, and that satisfactory terminal apparatus is neither standardized nor inexpensive.

I have every expectation that experimental work now in progress will overcome these obstacles and permit us to use the ultra frequency waves for both sound and television services, but, from the facts as I know them, I cannot tell you that there seems any real possibility of a dependable and complete television service on ultra frequency waves in less than from three to five years. And even after we have that service, it appears that we shall have to rely upon the medium frequencies for uniform coverage, for maximum coverage and for relative freedom from man-made interference.

### Types of Reproducers

WE COME now to the question of television reproducers, which in television perform the function analogous to that of the telephone or loud-speaker in sound broadcasting. The reproducer has long been the weak link in the television chain, and its limitations have probably been responsible, more than any other thing, for the fact that we do not today have an extensive television broadcasting system paralleling our sound broadcasting services.

There are two general types of television reproducers—the mechanical type and the electrical type, and in each classification there are many species. Strangely enough, those interested in television have tended to form into two almost mutually exclusive groups, one advocating mechanical scanning and the other electrical. So strong has been the difference of opinion in some quarters that many of the proponents of mechanical systems seize upon the high cost of cathode ray tubes, the complexity of the accessory apparatus needed with them, and the fact that they are generally understood to be limited to a picture size of about seven inches square, and draw the conclusion that a cathode ray reproducer can never be used safely, conveniently and cheaply in the home. Such critics overlook the reductions in cost and improvements in performance that may reasonably be expected, and discount too severely the possibilities that are inherent in electrical scanning.

However, all of the heated criticism, fair or unfair, has not come from those who ardently support the merits of mechanical scanning. The cathode ray fans have been known to point scornfully to complicated, ineffective and noisy mechanical systems such as were "demonstrated" some years ago, and to say that no mechanical scanner could possibly be satisfactory for a home television service. Such critics overlook the fact that many mechanical devices are exceedingly useful.

The proper viewpoint, I believe, is neither of those I have outlined. There is undoubtedly a field for both the newer forms of mechanical scanning and for the newer developments utilizing electrical scanning. The sole criteria of the value of each particular design of either type should be the character of performance it delivers and the amount it costs to produce and to maintain. I venture to say that nobody knows whether mechanical scanning will eventually supersede electrical scanning, or vice versa, or whether, as appears most probable to me, both types will be required to satisfy the varying demands of future services.

### As to Facsimile Services

NOW LET US take up the status of the facsimile service, which puts into the home permanently recorded pictures and text messages. There is perhaps no better way to introduce this subject than to quote from the 1932 engineering report of the National Advisory Council on Radio in Education, as follows:

"Facsimile broadcasting is in a highly experimental stage at this time. * * * The equipment is far more elaborate than is required for ordinary radio broadcasting reception. * * * Accordingly such equipment may be on a price level which will require its rental * * * rather than its outright sale."

This accurately expresses the situation as it was last year. For a good many years, facsimile broadcasting has been possible, and point-to-point picture transmission

*(Continued on page 46)*

A BLIND MAN MAY, BY FORTUNE,
CATCH A HARE ~ OLDE PROVERB ~
More than 225 clear-seeing advertisers are bagging game
through wise use of the 3 Register and Tribune stations.

**KSO** *Des Moines* **KWCR** *Cedar Rapids* **WIAS** *Ottumwa*

**Synchronized merchandising service on all three stations available to national advertisers**

**Affiliated with N. B. C. Blue Net Work 18 hours Daily*

THIS SECTIONAL ADVERTISER IS LOOKING FOR A WAY TO USE RADIO

## Do you want his business?

# How the new program service by World will increase your income

Here is one of the greatest opportunities ever offered to station managers! It will create many prospects for you. This new program service by World gives you a way to sign up new regional advertisers over your station. It will enable you to find sponsors who would ordinarily not be interested in local talent. You will have new and sensational programs that will increase the prestige and profits of your station.

The plan, briefly, consists of syndicating a big variety of newly recorded programs, created by the leading radio artists of the country. These outstanding programs will be reproduced by the latest method of wide range recording just perfected by the Bell Laboratories.

Subscribing stations will be uniformly spread throughout the United States. These stations will have no physical connection, but they will be like a gigantic network capable of being broken down into any number or combination of sectional units.

Furthermore, stations will have an opportunity to participate in the solicitation of sectional business. When a station develops business involving the use of additional stations it will receive a sales commission. This will bring extra income —never before available to a station!

*You should have full information about this new program service. It's a real, live idea! Write or wire for details.*

## WORLD BROADCASTING SYSTEM, INC.

50 WEST 57th STREET, NEW YORK, N. Y.

*Offices and Recording Studios at*

400 West Madison Street, Chicago, Illinois

1040 North Las Palmas Avenue, Hollywood, California

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations**

## STATION ACCOUNTS

WCAU, Philadelphia: Daggett & Ramsdell, New York (cosmetics) 3 transcriptions weekly, 38 times, thru McCann-Erickson, N. Y.; Philadelphia Cake Co., Philadelphia (Kappen's cake) transcription 2 days weekly, 26 times, Erwin, Wasey & Co., N. Y.; Wheatena Corp., Rahway, N. J., 4 days weekly, 52 times, McKee & Albright, Philadelphia; Remington-Rand Corp., New York (office equipment) "Cowboy Tom", 7 days, 1 week, Batten, Barton, Durstine & Osborn, N. Y.; Knox Co., Kansas City, Mo. (Cystex) 1 transcription weekly, 13 times, Dillon & Kirk, Kansas City; Hudnut Sales Co., New York (Marvelous cosmetics) 3 transcriptions weekly, 30 times, Calkins & Holden, N. Y.; Chieftan Mfg. Co., Baltimore (shoe dye) 3 days weekly, 12 times, Van Sant Dugdale Co., Baltimore; Yuengling & Sons Brewing Co., Pottsville, Pa. (beer) announcements 6 days weekly, 77 times, Albert H. Dorsey Agency, Philadelphia; Timken Silent Automatic Co., Detroit (oil burner) temperature reports, 6 days weekly, 24 times, SHB; Scientific Laboratories of America, San Francisco (Reduceoids) 6 announcements weekly, 52 weeks, Bob Roberts & Associates, San Francisco; Bay State Fishing Co., Boston (codfish) 2 announcements weekly, 26 times, SHB; Crowell Publishing Co., New York 14 times, Geyer-Cornell, N. Y.; General Mills, Inc., Minneapolis (Bisquick) transcriptions, 50 times.

KHJ, Los Angeles: Hudnut Sales Co., New York (Marvelous cosmetics) 3 transcriptions weekly, thru Calkins & Holden, N. Y.; Proctor & Gamble, Cincinnati (Oxydol) 3 transcriptions weekly, Blackett, Sample & Hummert, N. Y. C.; General Foods, New York, 3 transcriptions weekly, SHB; Leuscher & Co., New York (Tangee lipstick) 5 transcriptions weekly, SHB; A. & P. Stores, Los Angeles (coffee) 2 days weekly, Logan & Stebbens, Los Angeles; Scientific Laboratories, Inc., Los Angeles (Vidacrin, health product) 5 days weekly, direct; Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) 3 days weekly; Lesquienden Co., New York (Tussy lipstick) 2 days weekly, Grace Glasser, Los Angeles; Western Clock Co., La Salle, Ill. (Big Ben clocks) 2 transcriptions weekly, Batten, Barton, Durstine & Osborn, N. Y.

WTMJ, Milwaukee: Quality Biscuit Co., Milwaukee (cookies and crackers) announcements daily except Sunday, 300 times, thru Hoffman-York Advertising Agency, Milwaukee; Reo Motor Co., Lansing, Mich., daily announcements except Saturday and Sunday, 12 times, Maxon, Inc., Detroit; Sleepy Water Co., Chicago (Sleepy Salts) 3 days weekly, 13 times, United Advertising Co., Chicago; Association of American Soap and Glycerine Producers, N. Y. (GPA radiator glycerine) temperature reports daily, 70 times, Newell-Emmett Co., N. Y.

KYW, Chicago: United Remedies, Chicago (Acidine) Dr. Springer's talks six days weekly from Sept. 30, 52 weeks; Marlin Mineral Water, Houston, Tex., "Strange Adventures in Strange Lands" 15 minute transcriptions twice weekly, 26 times from Oct. 3, thru Rogers-Gano, Houston, Tex.; Reid, Murdoch & Co., Chicago (Monarch brand foods) 10 time signals daily for 52 weeks from Oct. 2, thru Philip O. Palmer, Chicago.

WSM, Nashville: Clark Brothers Chewing Gum Co., Pittsburgh (Clark's peppermint and Teaberry gum) sports flashes, 6 days weekly, 52 weeks, thru Edward M. Power Co., Pittsburgh; Plough Chemical Co., Memphis (Penetro face powder and St. Joseph's Aspirin) announcements 7 days weekly, 52 weeks, Lake-Spiro-Cohn, Memphis; Hudnut Sales Co., New York (Marvelous cosmetics) 3 days weekly, 30 times, Calkins & Holden, N. Y.; Earl Ferris Nursery, Hampton, Ia., 1 day weekly, 13 times, Lessing Advertising Co., Des Moines; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) announcements 3 days weekly, 13 times, Lambert & Feasley, N. Y.; Proctor & Gamble Co., Cincinnati (Oxydol) 3 transcriptions weekly, 2 weeks, Erwin, Wasey & Co.; Morton Salt Co., Chicago, 1 day weekly, 14 times, Wade Advertising Agency, Chicago; Oneida Community Co., Oneida, N. Y. (silverware) weekly announcements, 96 times, Geyer-Cornell Co., N. Y.; American Soap & Glycerine Producers Association, New York (radiator glycerine) weather report daily, 10 weeks Newell-Emmett, N. Y.; Pathfinder Publishing Co., Chicago (Pathfinder magazine) 1 day weekly, 26 weeks, Rhodes & Leisenring; Kester Solder Co., Chicago (metal mender) 1 day weekly, 26 weeks, Aubrey, Moore & Wallace; Sears, Roebuck & Co., Chicago, 2 days weekly, 13 weeks, Neisser-Meyerhoff, Chicago; Beech-Nut Packing Co., Canajoharie, N. Y. 3 transcriptions weekly, 78 times, McCann-Erickson, N. Y.; Paris Medicine Co., St. Louis (Grove's Bromo Quinine) time signals daily, 26 weeks, Lambert & Feasley, N. Y.; Marline Mineral Water Co., Houston, 3 announcements weekly, 6 times, Rogers-Gano, Houston; Geppert Studios, Des Moines (photograph enlargements) 1 day weekly, 13 times, Lessing Advertising Co., Des Moines.

A. HOLLANDER & SON, Inc., Newark (fur dressers and dyers) on October 19 starts "Men of Daring", a dramatic program, on WJZ, New York, Thursdays, 7:30-8 p.m., thru Grey Advertising Service, Inc., N. Y.

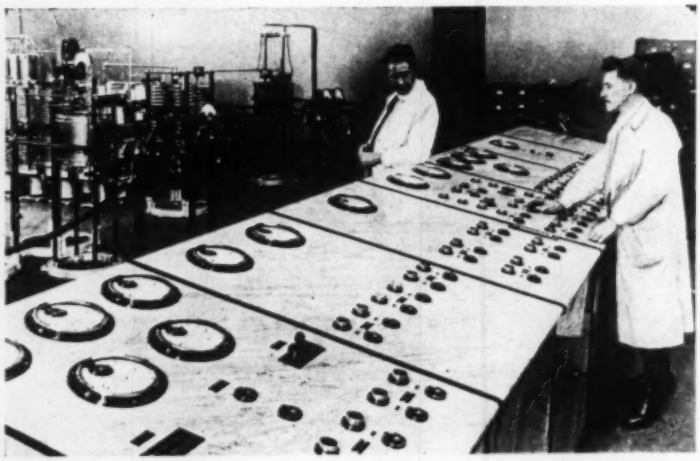
WHP, Harrisburg, Pa.: Reo Motor Car Co., Detroit, 10 evening announcements, thru Maxon, Inc., Detroit; Beech-Nut Packing Co., Canajoharie, N. Y. 3 announcements weekly, 13 weeks, McCann-Erickson, N. Y.

WHK, Cleveland: Radioland Magazine, Minneapolis, announcements, thru Critchfield-Graves Co., Minneapolis; Yummy, Inc., Dunkirk, N. Y. (chocolate drink) participation in "Morning Varieties", daily except Sundays, 2 weeks, Meldrum & Fewsmith, Cleveland; No-Gray Laboratories, Toledo (hair restorer) 3 talks weekly, 12 times; General Mills, Inc. (Bisquick) 2 transcriptions weekly, 25 times, Blackett-Sample-Hummert, N. Y.; Primrose House Sales Co., New York (cosmetics) 5 transcriptions weekly, 13 weeks, SHB; Bay State Fishing Co., Boston (Forty Fathom Fish) 2 announcements weekly, 26 times, SHB; Sears, Roebuck & Co., Cleveland branch, 4 times, direct; Vick Chemical Co., Greensboro, N. C. (Vaporub) 6 weather reports, SHB; Proctor & Gamble, Cincinnati (Oxydol) 36 five-minute transcriptions, WBS.

KMBC, Kansas City, Mo.: Adlerika Co., St. Paul (Adlerika) 3 transcriptions weekly, 13 weeks, St. Paul Advertising Co., St. Paul; Blatz Breweries, Milwaukee (Old Heidelberg beer) 3 times weekly, 13 weeks, Klau-Van Pieterstom, Milwaukee; Hearst's American Weekly, New York, one 15-minute transcription weekly, 13 weeks, Rodney E. Boone, N. Y.; Sterling Breweries, Indiana, sports chats twice weekly, SHB; Proctor & Gamble, Cincinnati (Oxydol) 3 transcriptions weekly, 6 times, WBS; Plough Chemical Co., Memphis (St. Joseph's aspirin) 6 announcements weekly, SHB; United Drug Co., New York (Rexall products) 15-minute transcriptions, 5 days, Thompson-Koch, N. Y.

WJDX, Jackson, Miss.: Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, 13 times, thru Lambert & Feasley, N. Y. C.; Pan American Petroleum Corp., New Orleans (gasoline) 26 announcements, Fitzgerald Advertising Agency, New Orleans; Plough Chemical Co., Memphis (Penetro, St. Joseph's aspirin and face powder) 6 announcements weekly, renewal SHB; Rumford Chemical Co., Rumford, R. I. (baking powder), 2 cooking school transcriptions, weekly to April 4, 1934, SHB.

WLTH, Brooklyn: Maryland Pharmaceutical Co., Baltimore (Rem) weather forecasts, daily, 1 year, direct; Coward Shoe, Inc., New York, 3 times weekly, 1 year, direct.



**COUNTER SWITCHBOARD—In the transmitter room of Germany's famous Zeesen broadcaster, the counter type of switchboard is preferred over the vertical panels universally used in America.**

KOIN, Portland, Ore.: Union Pacific Stages, Omaha, once weekly, 5 times, thru Ernest Bader, Omaha; Los Angeles Soap Co., Los Angeles (White King soap) 5 transcriptions weekly, 18 times, Barnes-Campbell, Los Angeles; Continental Baking Co., New York, 2 announcements weekly, 10 weeks, Batten, Barton, Durstine & Osborn, N. Y.; Western Clock Co., La Salle, Ill. (Big Ben clocks) 3 transcriptions weekly, 26 times, Batten, Barton, Durstine & Osborn, N. Y.; Hudnut Sales Co., New York (Marvelous cosmetics) 3 transcriptions weekly, 10 weeks, Calkins & Holden, New York; Signal Oil & Gas, Los Angeles, 3 Tarzan transcriptions weekly, 52 weeks, Logan & Stebbins, Los Angeles; Standard Oil Co., Los Angeles, time signals daily, 13 weeks, McCann-Erickson, San Francisco; Dodge Brothers Motor Car Co.; Detroit, daily announcements, 10 days, Ruthrauff & Ryan, N. Y.; Collingbourne Mills, Elgin, Ill. (yarn thread) 6 announcements weekly, 4 weeks, Rogers & Smith, Chicago; General Foods, New York, 2 transcriptions weekly, 10 months, SHB; Iodent Chemical Co., New York (toothpaste) 3 transcriptions weekly, 52 weeks, SHB; Kolor-Bak Co., New York (hair restorer) daily announcements, 52 weeks, SHB; General Mills, San Francisco branch (Wheaties) daily skits, 11 times, Westco Advertising Agency, San Francisco; Proctor & Gamble, Cincinnati (Oxydol) 3 transcriptions weekly, 4 weeks, Blackett, Sample & Hummert, N. Y.

KNX, Hollywood: Beech-Nut Packing Co., Canajoharie, N. Y., three 15-minute transcriptions weekly, thru McCann-Erickson, N. Y.; Dr. Strasska Laboratories, Los Angeles (toothpaste) half hour 1 day and quarter hour 2 days weekly, Smith & Drum, Los Angeles; Durkee Famous Foods, Los Angeles, hour program weekly, direct; Standard Oil Co., San Francisco, time signals daily, McCann-Erickson, N. Y.; Iodent Chemical Co., New York (toothpaste) three 15-minute transcriptions weekly, SHB; Eastside Brewery, Los Angeles (beer) time signals daily, Schalts Agency, Los Angeles.

KFI, Los Angeles: Adlerika Co., St. Paul (Adlerika) transcription 3 days weekly, 39 times, thru St. Paul Advertising Agency; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) 3 transcriptions weekly, 52 times, Walter Biddick Co.; PX Products, Los Angeles, 2 days weekly, 13 times, Smith & Drum, renewal; Jean Jordeau, New York (Zip) 2 transcriptions weekly, 26 times, James R. Flanagan; Conely Co., Rochester, Minn. (Hemp Bodi-Massagers) 2 transcriptions weekly, 13 times, Harman-McGinnis, St. Paul.

WBBM, Chicago: Burnhams, Chicago (cosmetics) 15 minutes daily for 52 weeks renewed from Sept. 30; account begins its seventh year on station; handled direct. Cord Corp., Auburn, Ind. (Auburn automobiles) 15 minute transcription Oct. 1 to 6; thru P. P. Willis, Chicago; United Remedies, Chicago (Calonite) 5 minutes, six mornings weekly from Sept. 27 for 52 weeks; thru Heath-Seehof, Chicago; Hamlin's Wizard Oil, Chicago (proprietary) has renewed Pat Flanagan's sports reviews daily from Sept. 26; direct; American Oak Leather Co., Cincinnati (shoe leather) 15 minutes Fridays, Studio, from Oct. 6 for 13 weeks; direct.

WHB, Kansas City: Montgomery Ward & Co., Kansas City, 6 times weekly, 13 weeks, direct; Household Finance Corp., Chicago (loans) twice weekly, 13 weeks, Charles Daniel Frey Co., Chicago; Meed Co., Kansas City (Hollywood reducing salts) 1 transcription weekly, 13 weeks, Dillon & Kirk, Kansas City; Minit-Rub Corp., St. Louis, 100 announcements, Rudolph & Associates, St. Louis; Dick Brothers Brewing Co., St. Louis (Quincy beer) 13 announcements, Loomis, Clapham & Whalen, Kansas City.

# Our Second Anniversary

WITH this issue BROADCASTING observes its second anniversary. To our many friends, readers and advertisers we express our sincere thanks for the hearty support accorded us during the last two years. As we begin our third year of publication we feel we can do no more than to pledge our continued purpose to provide authentic news of the industry and to pursue our editorial support of broadcasting as a self-sustained industry providing an indispensable public service.

Martin Codel

*Publisher*

Sol Taishoff

*Editor*

BROADCASTING

combined with

Broadcast Advertising

WBT, Charlotte, N. C.: Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, 13 times, thru Lambert & Feasley, N. Y.; B. F. Goodrich Rubber Co., Akron, three 5-minute transcriptions weekly, 11 times, Ruthrauff & Ryan, Chicago; Beech-Nut Packing Co., Canajoharie, N. Y.; 39 announcements, McCann-Erickson, N. Y.; Chieftain Mfg. Co., Baltimore (Colorshine) 13 announcements, Van Sant, Dugdale & Co., Baltimore; Standard Oil Co. of N. J. (Gilbert & Parker burners) 10 announcements, McCann-Erickson, N. Y.; Southern Cotton Oil Co., Charlotte (mayonnaise mixer) 13 announcements, direct; Morton Salt Co., Chicago, 48 announcements, Wade Advertising Agency, Chicago; Detroit White Lead Works, Chicago (paint) 3 transcriptions weekly, 39 times, SHB, Chicago; Dodge Motor Car Co., Detroit, 20 announcements, Ruthrauff & Ryan, N. Y.; Pennzoil Co., New York (gas and oil) three 5-minute transcriptions weekly, 16 times, Ruthrauff & Ryan, N. Y.; Knox Co., Kansas City (Cystex) one 15-minute transcription weekly, 13 times, Dillon & Kirk, Kansas City; Montgomery Ward Co., Chicago (furs) 5 minutes weekly, 13 times, Neisser-Myerhoff, Chicago; Association of American Soap & Glycerine Producers, New York (GPA radiator glycerine) 60 announcements, Newell-Emmett Co., New York; Proctor & Gamble, Cincinnati (Oxydol) 36 five-minute transcriptions, WBS,; Rumford Chemical Co., Rumford, R. I. (baking powder) SHB.

STANDARD OIL of N. J., New York, has placed transcription accounts for Mistol and Nujol on WMCA; each is three times weekly, 15 minutes, 26 weeks, thru McCann-Erickson, N. Y.

WENR, Chicago: American Weekly Magazine (Hearst) for 15-minute transcriptions Thursday nights for 13 weeks, featuring sub-title contest; handled direct.

KOMO, Seattle: United Drug Co., New York (Rexall products) 5 transcriptions, thru WBS; Western Clock Co., La Salle, Ill. (Big Ben clocks) 26 two-minute transcriptions, Batten, Barton, Durstine & Osborn, N. Y.; Knox Co., St. Louis (Cystex) 13 quarter hour transcriptions, Dillon & Kirk; Beech-Nut Packing Co., Canajoharie, N. Y. 39 announcements, McCann-Erickson, N. Y.; Continental Baking Co., New York, 40 announcements, Batten, Barton, Durstine & Osborn, N. Y.; General Mills, San Francisco (Wheatena) 16 announcements, Westco Advertising Agency, San Francisco.

WBAL, Baltimore: Association of American Soap & Glycerine Producers, New York (GPA radiator glycerine) weather reports, daily, 10 weeks, thru Newell, Emmett & Co., SHB; C. D. Kenny Co., Baltimore (Norwood coffee) once weekly, 26 times, direct; Neudecker Tobacco Co., Baltimore (Popper cigars) daily weather reports, 4 weeks, direct; Ward Baking Co., New York (Soft Sun bread) renewal of 2 "Mitzi Green" transcriptions weekly, 13 weeks, Joseph Katz and WBS, N. Y.

KGIR, Butte, Mont.: American Association of Glycerine & Soap Producers, New York (GPA radiator glycerine) 6 announcements weekly, 3 months, Newell-Emmett, N. Y.; United Drug Co., New York (Rexall stores) 15-minute transcriptions, 5 times; Chicago, Milwaukee & St. Paul Railway and Northern Pacific Railway, announcements on Century of Progress.

WLS, Chicago: International Oil Heating Co., St. Louis (oil burners) for 15 minutes 3 mornings weekly, starting Oct. 3 for indefinite period: handled direct.

CALSODENT Co., New York (mouth wash) on Sept. 26 started "Mouth Health" talks on WEAF, New York, Tuesdays, 9-9:15 p.m., thru J. Walter Thompson, N. Y.

KJR, Seattle: Norge Corp., Milwaukee (refrigerators) 13 one-minute transcriptions, Cramer-Krasselt Co., Milwaukee; Armand Co., New York (cosmetics) 20 announcements, Stefeman Advertising Co., N. Y.; Dodge Brothers Motor Car Co., Detroit, 13 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; National Carbon Co., New York, 36 announcements, N. W. Ayer & Son, N. Y.; Goodrich Rubber Co., Akron, 10 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; Robert C. Gust Co., Los Angeles (cosmetics, baby foods) 15 minutes, 5 mornings weekly, Smith & Drum, Los Angeles.

## NETWORK ACCOUNTS

PLYMOUTH MOTOR Corp., Detroit, on Oct. 10 started "Elmer Everett Yess", script act, on 67 CBS stations, Tuesdays, Thursdays and Saturdays, 8-8:15 p.m., EST, with a repeat for Denver, Salt Lake City and 12 CBS-Don Lee units, 11:15-11:30 p.m., EST. Agency: J. Stirling Getchell, New York.

WELCH GRAPE JUICE Co., Chicago, on Oct. 4 started "Irene Rich in Dramatic Sketches from Hollywood" on 16 NBC-WJZ stations, Wednesdays and Fridays, 7:45-8 p.m., EST. Agency: H. W. Kastor & Sons, Chicago.

AMERICAN OIL Co., Baltimore, Md. (Amoco and Orange American Gas) on or about Oct. 22 will start a program, listing and talent undecided, on 15 eastern and southern CBS stations, Sundays, 7-7:30 p.m., EST. Agency: The Joseph Katz Co., Baltimore.

SPRAGUE, WARNER & Co., Chicago (Richilieu, Ferndell and Batavia food products) on Oct. 13 started Eleanor Howe's "Feast of the Air Cooking School" on 9 middle western CBS stations, Fridays, 4-4:30 p.m., EST. Agency: Blackett-Sample-Hummert, Chicago.

KOLYNOS SALES Co., Chicago (toothpaste) on Oct. 16 starts an additional program from Chicago on 18 western CBS stations to west coast, not including New York. Program is "Just Plain Bill", script act, Mondays, Tuesdays, Wednesdays, Thursdays and Fridays, 2-2:15 p.m., CST. Agency: Blackett-Sample-Hummert, Chicago.

CRAZY WATER Co., Mineral Wells, Tex., on Oct. 10 started program with hill-billy music and "Carson Robinson's Buckaroos" on 16 eastern CBS stations, Sundays, Tuesdays, Thursdays and Fridays, 10:30-10:45 a.m., EST. Agency: Cowan & Dengler, New York.

LUXOR, Ltd., Chicago (cosmetics) on Oct. 15 starts "Talkie Picture Time" on 25 NBC-WEAF stations, Sundays, 5:30-6 p.m., EST. Agency: N. W. Ayer & Son, New York.

THE TEXACO Co., New York, on Oct. 24 renews its "Fire Chief" program on 53 NBC-WEAF and supplementary stations, with Don Voorhees orchestra and guest artists (Ed Wynn's return still undecided), Tuesdays, 9:30-10 p.m., EST. Agency: Hanff-Metzger, Inc., N. Y.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder) on Oct. 22 renews "Manhattan Merry-Go-Round", with Gene Rodemich's orchestra and Tamara, soloist, on 23 NBC-WEAF and supplementary stations, Sundays, 9-9:30 p.m., EST. Agency: Blackett-Sample-Hummert, N. Y.

EFFECTIVE Oct. 2, General Mills program "Betty and Bob" was moved up on NBC-WJZ network to 4-4:15 p.m., EST, Mondays to Fridays, inclusive; RCA Victor program, featuring Col. Louis McHenry Howe, was moved up Oct. 1 on NBC-WEAF network from 10-10:15 p.m. to 10:30-10:45 p.m., EST.

H. J. HEINZ Co., Pittsburgh (57 Varieties) on Oct. 9 started home economic talks by Josephine Gibson on 17 NBC-WJZ stations, Mondays, Wednesdays and Fridays, 10-10:15 a.m. EST, with repeat at 12:15-12:30 p.m. for 20 western stations. Agency: Maxon, Inc., Detroit.

SPERRY FLOUR Co., San Francisco (Wheathearts), unit of General Mills, on Oct. 2, 4, 10 and 12 used four special periods in the Women's Magazine of the Air on the NBC-KGO network, plus KDYL, KFSD and KTAR as a preliminary to regular General Mills program keyed from New York. Agency: Westco Advertising Agency, San Francisco.

GENERAL MILLS, Inc., San Francisco (Wheathearts) on Oct. 11 started Al Pearce and his Gang on basic NBC-KGO network, plus KFSD, Wednesdays and Fridays, 2:15-2:30 p.m., PST. Agency: Westco Advertising Agency, San Francisco.

STANDARD BRANDS, New York (Fleischmann's yeast and bread) on Jan. 7, 1934, starts "The Bakers Broadcast" with Ozzie Nelson's orchestra and Joe Penner on 46 NBC-WJZ and supplementary stations, Sundays, 7:30-8 p.m., EST. Agency: J. Walter Thompson Co., N. Y.

HOOVER Co., Canton, O. (vacuum cleaners) on Oct. 8 started Harvey Hays, narrator, with 60-voice chorus and orchestra in the "Hoover Sentinels Concert" on 34 NBC-WEAF and supplementary stations, Sundays, 4:30-5 p.m., EST. Agency: Erwin, Wasey & Co., Chicago.

LADY ESTHER Co., Evanston, Ill. (cosmetics) on Oct. 9 started Wayne King's orchestra from Chicago on 37 CBS stations, Mondays, 10-10:30 p.m. EST. Agency: Stack-Goble Advertising Agency, Chicago.

SPRATTS PATENT, Ltd., Newark, N. J. (dog foods) on Sept. 27 started "Don Carney's Dog Stories" on basic NBC-KGO network, Wednesdays, 8:15-8:30 p.m., PST. Agency: Paris & Peart, New York.

JOHN H. WOODBURY, Inc., Cincinnati (beauty preparations) on Oct. 25 starts "Dangerous Paradise", dramatic sketches of South Seas adventures, with Elsie Hitz and Nick Dawson, on 17 NBC-WJZ stations, Wednesdays and Fridays, 8:30-8:45 p.m., EST. Agency: Lennen & Mitchell, N. Y.

HEALTH PRODUCTS Corp., Newark (Feenamint) on Oct. 23 renews "Potash and Perlmutter" on 17 NBC-WJZ stations, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., EST. Agency: McCann-Erickson, N. Y.

## Two Signed by CBS

GENERAL MOTORS Corp., Detroit, is reported to have signed a contract for a nation-wide CBS network, five quarter hours weekly, starting early in November, date undecided. Program will probably be divided between Buick and Oldsmobile. Some talent is unsigned, but Andrew Kostelanetz's orchestra and Col. Stoopnagle & Budd are to be included. Campbell-Ewald Co., Detroit, handles the General Motors account. CBS is also clearing time for Worcester Salt Co., New York, which on Dec. 8 starts Zoel Parenteau's orchestra, Fridays, 6:45-7 p.m., EST, 20 weeks. Fuller & Smith & Ross, New York, handles account.

M. JULES GAUTIER, who headed the French delegation at the Madrid radio conference, has been awarded the Grand Cross of the Legion of Honor by his government in recognition of his radio work.


WHEN YOU WANT
"BLUE RIBBON COVERAGE"—

WOW

COVERS AMERICA'S BREAD BASKET

ON THE
N.B.C. BASIC RED NETWORK

In four recent surveys taken in the Omaha trade territory WOW placed first in field intensity . . . first in reception . . . first in popularity . . . and first in mail response. That's what we mean by "Blue Ribbon Coverage."

*For further details concerning these surveys and WOW's dominating position in this rich Corn Belt market, write to John J. Gillin, commercial manager.*

590 KILO. **WOW** 1,000 WATTS

*Owned and Operated by*
*Woodmen of the World Life Insurance Association*

**OMAHA - NEBR.**

# GET THESE FACTS NOW

Why not know, BEFORE you go on the air, exactly where your audience is — how much money it has — how much it spends? You pay for an audience. Why not find out just what you are getting?

RADIO SALES, Inc. not only gives you complete listening data for every dominant network station it represents. It supplies exact *market* data as well — summarized in the chart below, for the entire group of RADIO SALES' stations.

**THE MARKET DELIVERED BY RADIO SALES' ELEVEN STATIONS**
*(Figures are for Primary Coverage only)*

| POPULATION | FAMILIES | RADIO HOMES | LISTENERS |
|---|---|---|---|
| 46,898,268 (38.2% of U. S.) | 11,714,931 (39.2% of U. S.) | 8,079,623 (48.1% of U. S.) | 29,086,643 (48.1% of U. S.) |
| **AUTOMOBILES** | **TELEPHONES** | **WIRED HOMES** | **GAS CUSTOMERS** |
| 8,621,655 (40.4% of U. S.) | 6,006,377 (45.6% of U. S.) | 9,709,039 (48.4% of U. S.) | 8,746,537 (54.6% of U. S.) |

BY ACTUAL COUNT, 86.1% OF ALL LOCAL RADIO HOMES HABITUALLY LISTEN TO THE COLUMBIA NETWORK STATIONS LISTED ON THE RIGHT.

This is a larger regular audience than is shown by either of the competing network outlets in these cities. (Exact figures are available.)

These figures take the intangibles out of "spot" advertising. They give you control of your program on the *other* side of the microphone . . . where sales are made! As shown above, they apply to the *total* Primary Listening Areas of the Columbia Network stations represented by RADIO SALES.

Individual figures for each station listed, are available on request.

WABC New York
WBBM Chicago
KMOX St. Louis
WJSV Wash, D. C.
WBT Charlotte
WKRC Cincinnati
WPG Atlantic City
DON LEE California Stations
WCCO Minn'pls—St. P.

THE COLUMBIA BROADCASTING SYSTEM

# RADIO SALES, INC.

485 Madison Ave., New York • Wickersham 2-2000
410 N. Michigan Ave., Chicago • Whitehall 6000

**WANT AN IDEA?**
CONSULT
Joe Neebe
BROADCASTING
COUNSELOR
*on*
**PROGRAMS**
(on disc or wire—local or national)
**Sales Promotion Plans**
**Radio Advertising Ideas**
**Distribution Problems**

No competent agency or advertiser would choose Goudy Heavy Face for advertising cosmetics or Lutetia Italics for a fire sale. The choice of transcriptions is equally technical. There is a vast difference for instance between the old run-of-mine electrical recording and the new Western Electric Wide Range Vertical Cut transcription. Ask me about it.

**J. H. NEEBE CO.**
GENERAL MOTORS BLDG.
DETROIT
Consultation Without Obligation


## RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

CHARLES DUKE MURTA, former general advertising agent for the Messrs. Shubert in New York, has joined the Dallas office of Tracy-Locke-Dawson, Inc. in charge of radio and publicity. He comes from San Francisco where he has for some time been identified with radio activities.

RAY MORGAN, until recently secretary of Earnshaw-Young, Los Angeles agency, returned from a business trip to San Francisco early in October and announced that he expects to open his own agency in Los Angeles by November.

WILFRED KING, former radio director of H. W. Kastor & Sons, New York, has joined the radio department of J. M. Mathes, Inc., agency recently formed by the former New York vice president of N. W. Ayer & Son.

MRS. FLORA HERZINGER, former personal representative for Burton Holmes and other lecturers, has become radio representative for Fox West Coast Theaters, Los Angeles.

GEORGE ELLIS, until lately with New York office of Scott Howe Bowen, has moved to Los Angeles, where he expects to become affiliated with an agency.


RADIO STATION REPRESENTATIVES
**Walter Biddick Co.**
568 Chamber of Commerce Bldg., Los Angeles
577 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle


LINDSAY MacHARRIE has resigned as radio manager for Los Angeles office of Bowman, Deute and Cummings agency. He will work on Forest Lawn radio program, which has switched from that agency to Dan B. Miner Co. MacHarrie, however, will not join Miner but will act as a free lance.

CARLOS DEGES, Buenos Aires manager for Conquest Alliance Co., New York, arrived in New York Sept. 28 to discuss with his home office and American advertisers and agencies plans for radio campaigns in the Argentine.

HARRY EARNSHAW, president of his Los Angeles agency, has been touring the east on a business trip and expects to remain away through October.

BORDEN SALES Co., New York (Chateau Cheese) has appointed Young & Rubicam New York, to handle the account.

F. FOUGERA & Co., New York (Vapex) has placed its advertising account with Small, Kleppner & Seiffer, New York.

HECKER H-O Co., Buffalo, N. Y., has appointed Erwin, Wasey & Co., New York, to handle the campaign for Hecker's Cream Farina.

RUNKEL BROTHERS, New York (cocoa, chocolate) has appointed N. W. Ayer & son, Philadelphia, to handle its advertising.

ADOLPH GOBEL, Inc., New York (meat products), former transcription account, has appointed the New York office of William H. Rankin Co. to handle its advertising.

## PROSPECTS

RUMFORD CHEMICAL WORKS, Rumford R. I., long a user of spot time, will use radio with newspapers in a campaign to introduce its new Bakes-All. Campaign will be concentrated first in the New England and New York territory before going national.

A. S. BOYLE Co., Cincinnati (Old English wax, Old English No-Rubbing floor polish and plastic wood) makes up lists during November, using radio with other media. A. Schraffenberger is advertising manager. Advertising is placed by John F. Murray Advertising Agency, 578 Madison Ave., New York.

RUSSELL MILLER MILLING Co., Minneapolis (Occident flour) has ordered a series of transcription through Radio Transcription Company of America, Los Angeles. Series will be titled "Strollin' Sam" with wandering troubador type of program. Freeman Lang studios, Hollywood, will do the recording. Mitchell Advertising Agency, Inc., Minneapolis, handles the account.

AMERICAN GAME ASS'N, Investment Bldg., Washington, D. C., is considering a radio campaign in the interests of wild life preservation, but has not decided whether it will use networks, transcriptions or other spot time.

H. S. MORGAN Co., Brooklyn, N. Y. (Morgan's whole wheat chocolate pudding) will use radio with newspapers in a campaign handled by Leon A. Friedman Advertising Agency, New York.

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A FIVE-MINUTE talk by a representative of the National Home Library Foundation, Washington, during the broadcast of the National Farm and Home Hour on Sept. 7 netted 13,400 requests for information about the Foundation's 15-cent classics.

# WMCA's Programs Keyed to Listeners

### New Schedule Will Follow Household Daily Routine

APPEAL to the "natural listening habits" of the public will be the keynote of the program policy of WMCA, New York, under its new ownership, according to Jack Adams, president. The policy will be adhered to in connection with both sustaining and commercial presentations.

"The salvation of the commercial phase of radio is to be found," said Mr. Adams, "in the ready-made audiences that have been neglected by the broadcasters up to this time. The normal habits and mental attitude of the average family are well established, and have been for years, and there is no reason why radio operators should not capitalize on that aspect of human nature.

"Let me make this clear with an example. Eight o'clock is theatre time, and a man is mentally adjusted to enjoy a comedy, drama, concert, recital or opera. The futility of trying to force down his throat at that time either a health talk or setting-up exercises—while this is an exaggeration of what actually happens—gives an idea of the theory and policy involved. WMCA's programs are going to be designed to fit in with the normal activities and established routine of the household.

"The result of this is going to be that when we offer a program to a sponsor we shall have assurance that there is a sympathetic audience waiting, instead of our having to build one up."

#### Change Starts Oct. 15

REORGANIZATION of morning and afternoon programs in conformity with this policy is scheduled to start Oct. 15. The day's operations will begin with exercises, and through the morning the programs will be devoted to household interests, switching to salon music at about noon. The afternoons will be more varied, though still with considerable emphasis on the home, and at 6 o'clock the evening entertainment, along lines made familiar by operations during the last few weeks, will begin.

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### Nazis Release Hardt

SO SERIOUSLY ill did Herr Ernest Hardt, former Intendant of the Cologne broadcasting station, become as a result of his recent arrest by the Nazis, that he had to be released from prison as "unfit for confinement." Other deposed former officials of the German broadcasting system, sent to concentration camps for "political unreliability", "non-Aryanism" and other typical Nazi charges, are believed to be still in confinement. Recent photographs from Germany received here showed Dr. Magnus and Dr. Gieseke, former chiefs of the German radio system and well known in American radio circles, in a prison line at Orianenburg, the Nazi concentration camp near Berlin, looking pale and worn and shadows of their former selves.


# The Biggest Broadcast in St. Louis

At ten o'clock each morning dials throughout Greater St. Louis are tuned unanimously on WIL, to hear this station's broadcast of Police Court scenes and testimony. It is by far the most outstanding program on the air in this district. Several spots and 15 minute periods surrounding this broadcast now are available. Wire for full details.

**WIL**
**ST. LOUIS, MO.**

## Dun & Bradstreet Note Radio Industry Revival

IN A HIGHLY optimistic report on the revival of business in the radio set industry, Dun & Bradstreet took occasion to point out that broadcast advertising likewise has shown healthy development in recent months. "Many national advertisers who reduced their appropriations substantially last spring have been coming back on the air with augmented programs," said the report, dated Sept. 30. "Others have contracted for additional time."

The report is based on a recent survey of the radio industry by Dun & Bradstreet. In the set field, it is stated, orders are being received in such volume that manufacturers now are behind in their deliveries. It is conservatively estimated that unit sales during the last three months of the year will be from 35 to 50 per cent ahead of the same period a year ago, and that the demand is increasing for higher priced sets, rather than for the cigar-box and midget receivers.

## NAB Resolutions

(*Continued from page 6*)

and advertising agencies for uniform station data, and

Whereas, many methods of measuring station coverage and program prestige have been advanced with resultant confusion, it is, therefore,

Resolved, that the NAB is of the opinion that a survey of potential coverage is basic and preliminary to any further surveys or measurements, and recommends that steps be taken to standardize practices of measurement.

* * *

### Sales Costs

Resolved, that the NAB undertake through the proper committee the study of all sales costs with the view of presenting definite recommendations at the next annual convention of the association in 1934.

* * *

### Baldwin Wave Report

Resolved, that the NAB hereby refers to its Board of Directors the recommendations made in the report of Mr. James W. Baldwin, with instructions to proceed as rapidly as may be practicable along the lines indicated in that report.

* * *

### Felicitations

Resolved, that the NAB hereby extends to the management of the Greenbrier Hotel, and to the members of the Convention Committee, its cordial thanks for their cooperation in making the 1933 Convention a success; and that in particular the association extends its thanks to the Hon. Eugene O. Sykes, chairman of the Federal Radio Commission, for his courtesy in attending the convention and addressing its opening session.

## EQUIPMENT

A NEW Western Electric 5 kw. transmitter, used daytime with 2,500 watts, has been installed by WNAX, Yankton, S. D., with good results in increased coverage, the station reports.

CAPT. RICHARD RANGER, formerly with RCA in facsimile transmission development, is now in business for himself at 574 Park St., Newark, N. J., manufacturing organs, chimes, etc. for sale to radio stations.

BRUSH DEVELOPMENT Co., Cleveland, manufacturers of the Brush grille microphone, has issued a bulletin describing its microphone using piezo-crystal sound cell.

WIRELESS EGERT ENGINEERING, Inc., New York, has sold a cathode ray oscillograph to WLTH, Brooklyn.

## Rules Widen Band

(*Continued from page 21*)

parties involved are written into the procedural provisions.

Under Rule 19, governing the assignment of licenses and transfer of station control, the Commission has established an entirely new procedure. It specifies that each application for consent to assignment shall be accompanied by a sworn statement containing detailed information on assets transferred, including intangibles and equipment, itemized statements of actual cost and replacement of present values of individual items; financial statement for three months preceding filing of application; financial statement of proposed assignee showing individual items of assets and liabilities; copy of contract or lease agreement, which must provide for complete control of station equipment and operation, including unlimited supervision of programs by assignee: that transfer be subject to consent of the Commission and that the price include all terms and conditions of the proposed sale.

In cases where the assignment is involuntary, the new provision specifies that there shall be attached a certified copy of the court order, or legal instrument, effecting the transfer and showing all the terms and conditions, and a copy of the articles of incorporation of assignee, if a corporation, showing its authority to engage in broadcasting, certified by the secretary of state of the state in which the assignee is incorporated.

In rewriting Article 20. the Commission ruled that the transfer of a construction permit or any of the rights granted thereunder without consent of the Commission shall be sufficient ground for refusal of a station license. Likewise, it provides that the transfer of a station license or any of the rights without consent shall be sufficient ground for revocation of license or denial of any application for its renewal.

Another rewritten provision (Article 22) relates to granting of special authority and reads as follows:

The Commission may grant special authority to the licensee of an existing station authorizing the operation of such station for a limited time in a manner, to an extent, or for a service other or beyond that authorized in the license; provided, however, if application is for a broadcast station to utilize additional hours of operation, approval will not be granted if another broadcast station is licensed to operate in the same locality during the hours requested. Such an application will not be considered unless the following provisions are met: (1) Application must be filed by licensee. (2) Application must be received in the Commission at least ten (10) days previous to date for which authorization is requested. (3) If filed by any other than an unlimited time station, application must be supported by the consent of the dominant station or station with which applicant divides time. Consent must be forwarded direct to the Commission by station granting it and show whether consent is for simultaneous operation or whether consenting station is giving up the time sought by applicant. (4) Applicant must show the need for such authorization.

Numerous changes governing technical operation of stations, definition of technical terms and measurements of rated power are embraced in the regulations. Similarly the designations of channels are altered to conform with the Canadian agreement of May, 1932, and the Mexico City short wave agreement of this year. The "sunset tables" for various parts of the country, governing sign-offs of daylight and limited time stations, also are revised.

## Marconi Reception

MEMBERS of the Radio Commission and the Commission staff, military radio officials and others identified with radio in Washington were guests at a reception to Marchese and Marchesa Marconi at the Mayflower Hotel, Oct. 12. Frank W. Wozencraft, assistant general attorney of RCA, and Mrs. Wozencraft, were hosts. The RCA is host to the inventor of wireless during his current American visit.


RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

*Commercial Department*

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.



"A FAIR DEAL FOR EVERY RADIOMAN!"

E. H. RIETZKE

*Capitol Radio Engineering Institute who, on September 27th, at request of many operators, appeared before the Federal Representatives of the National Recovery Administration for the purpose of raising minimum wage requirements in the Radio profession . . . his detailed outline of educational requirements in the Broadcast Field was officially incorporated in the minutes of the hearing.*

■

"The 'new deal' must be a fair deal for every radioman, as well as for the Station Owners, and we of the Capitol Radio Engineering Institute, realize that in a field where education and training is so important, that a proper wage scale MUST be maintained, to insure the continued interest of the high calibre men upon whose shoulders rests the responsibility of maintaining an uninterrupted effort to improve and perfect the art of radio communication."

■

CREI UNOFFICIALLY REPRESENTS MORE THAN 1300 PROFESSIONAL RADIOMEN

■

CREI was the only Radio School in the United States to officially appear at the Code hearing on September 27th; unofficially in behalf of the operators of 125 Radio Stations, many, employing from 3 to 7 CREI students and graduates, as well as 1300 professional radio men, students and graduates of this Institute. Mr. Rietzke takes his stand, for the benefit of the entire industry, and to provide a suitable wage scale for ALL Radiomen.

■

CREI NRA

*Address your inquiry to Mr. E. H. Rietzke, President*

CAPITOL RADIO ENGINEERING INST.

14th and Park Road N. W.
Washington, D. C.
(Dept. B-10)

# A BIG SOLO JOB

Sunday, August 27th, the Wheeling Gospel Tabernacle celebrated its first year of broadcasting over WWVA. The day was marked with sensations—10,000 church-goers came from far and near to join in the celebration. And "far and near" means that this vast throng came from 300 towns in West Virginia, Ohio and Pennsylvania. Some actually drove over 300 miles just to be present at this enthusiastic celebration. And these facts were determined by actual roll call.

And this from the lips of Rev. L. P. Lehman, head of the Wheeling Gospel Tabernacle—

*"I Attribute This Great Gathering Solely to the Effectiveness of WWVA—That 'Wonderful Station!'"*

This statement thrills us because we know that no other medium of publicity was used. It represents a SOLO PUBLICITY JOB which is difficult to match.

WWVA offers these same 300 towns and many, many more in Eastern Ohio, Western Pennsylvania and West Virginia to national radio advertisers who demand an outstanding radio selling job at the lowest possible cost per listener.

*Representatives*

J. H. McGillvra, 2 West 45th St., New York City

Paul A. Lamb, Room 1452, 228 N. LaSalle St., Chicago, Ill. Tel: Central 3968

5,000 WATTS
**WWVA**
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, West Va.

Columbia Station


## TRIAL DRAMATIZED
### WKY Covers Urschel Kidnapping Case for Barred Public

A NEW WRINKLE in "court reporting" has been worked out by WKY, Oklahoma City. The occasion was the kidnaping trial of the ten men and women charged with abducting Charles F. Urschel, millionaire oil man of Oklahoma City.

Naturally there was a great demand for admission to the trial, but the government restricted the courtroom virtually to attorneys, court attaches, newspaper men, witnesses and the prisoners. Only a handful of persons not connected with the trial was permitted to be present.

Because of the tremendous public curiosity in the case WKY, which is owned and operated by the DAILY OKLAHOMAN and TIMES, assigned a staff continuity writer to "cover" the trial daily, and each night a dramatized version of the day's events was staged, with WKY dramatic staff members impersonating the actors in the courtroom drama. This service was rendered from Sept. 18, the day the trial opened, until the verdict was rendered 10 days later. Public interest in the broadcasts was attested by the fact that more telephone calls and mail were received than for any studio program in many months.

---

ASHBY L. (Bill) LAWRENCE, blind banjo player formerly heard each Wednesday night on the Corn Cob Pipe Club program over NBC-WEAF network, died of heart disease Oct. 5 in Richmond, Va.

## Operators' Licenses

*(Continued from page 21)*

the application for renewal of license is due to be filed, namely, 60 days prior to the expiration date. There are also other provisions with respect to eligibility for renewal of license on and after Jan. 1, 1935, which may be read by consulting the Commission's Rule 439. Suffice it to say at this time that operators should keep the service record on the back of their licenses up to date, even though such information may not be required at this time, because, in order to be eligible for renewal of license without examination after Jan. 1, 1935, certain applicants must show employment under the license sought to be renewed for periods up to eighteen months.

### Getting Application Forms

IV. APPLICATION forms for operators' licenses (except amateur) may be obtained from the Commission or from the office of any inspector. Upon completion of the form it shall be returned either in person or by mail to the inspector-in-charge of the radio inspection district in which the applicant desires to be examined, where the final arrangements will be made. If the applicant desires to be examined in Washington, the form should be returned to the Commission at Washington. If the application is for renewal of license, it should be sent to the field office which issued the license sought to be renewed where the new license will be issued direct by mail.

However, applications for renewal of license may also be obtained and submitted by personally appearing at any point where examinations are being held; and the renewal license, subsequently issued by mail. Any applicant may submit himself for examination at the time regular examinations are being conducted, either at a field office or an examining point, in which case the application form No. 756 may be filled out and filed at the time and place of examination.

The cities where examinations will be held in addition to Washington and the radio district offices of the Commission are as follows: Schenectady, N. Y., Winston-Salem, N. C., Nashville, San Antonio, Oklahoma City, Des Moines, St. Louis, Pittsburgh, Cleveland, Cincinnati and Columbus.

V. In all cases where not specifically provided otherwise, operator licenses permit employment as chief operators. In this connection it is pointed out that the holder of a radiotelegraph second class license need not have his license endorsed by the Commission to authorize him to act as chief operator on board a vessel of the second class; the service record on the reverse side of the license, when attesting to six months or more satisfactory service on board a ship and certified by the operator's employer, will suffice.

VI. Under the new rules any person holding a valid operator's license of any class including amateur may operate any station in the experimental service licensed for and operating on frequencies above 30,000 kc.

If a person holding a radiotelegraph class license also desires a radiotelephone class license he may, upon passing the required examination, submit the radiotelegraph class license for endorsement to include the radiotelephone class in which he qualifies. In such cases, the single license document will be valid for the radiotelegraph and radiotelephone privileges authorized under the two classes of licenses. Except for an amateur operator's license an individual will not be permitted to hold more than one license document; and in no case will a radiotelephone class license be endorsed to include a radiotelegraph class. The procedure in such instance will be to issue a new document for the radiotelegraph class license and to endorse it for the radiotelephone class.

VII. Under the former regulations an applicant for the radiotelegraph first class license must have been actually engaged as an operator at ship or coastal stations open to public correspondence for at least twelve months, whereas under the revised regulations such applicants will be eligible for examination for this class of license after they have had at least one year of experience as a radiotelegraph operator on board a ship or in a coastal telegraph station. Therefore, service at stations open to public correspondence is no longer required.

The regulations also contain a number of miscellaneous rules pertaining to eligibility for examination, scope of examinations, penalties, etc. For complete information refer to the Commission's Rules 30, and 420 to 448 inclusive.


## New Transmitter Site Expands Primary Area

## WCAE, Incorporated

1220 Kc. PITTSBURGH, PA. 1000 Watts

# RADIO OUTLINE MAPS

RESPONDING to an insistent demand from advertisers and agencies, BROADCASTING has published this revised Radio Outline Map, corrected to July 1, 1933, the copyright residing in Broadcasting Publications, Inc., Washington, D. C. The above is a reduced facsimile of the map as now available for distribution.

EVERY CAUTION was taken to bring this map to the specifications demanded. Every city in the United States having a radio station as of July 1, 1933, is shown. Time zones are indicated. The opposite side of the map carries a complete log of broadcasting stations, alphabetically by state, city and call letters, with wave lengths and powers also shown.

THE VALUE of this map, which is 17½ x 11¼ inches, is manifest, particularly in mapping out spot and network campaigns. The maps are printed on white ledger paper that permits the use of ink without smudging.

## PRICES

| | | | |
|---|---|---|---|
| 25 Copies | $2.00 | 100 Copies | $5.00 |
| 50 Copies | $3.75 | 200 Copies | $9.00 |
| Single Copies | 10c | | |

BROADCASTING
combined with
Broadcast Advertising

National Press Bldg., Washington, D. C.

## Don Lee Shifts

SHIFTS in the Don Lee organization since the resignation last month of Leo B. Tyson, manager of KHJ, Los Angeles, include the appointment of Arthur J. Kemp, former sales manager of KHJ, as sales manager of KFRC, San Francisco. He succeeds Hassel Smith, who remains in the sales department of KFRC. Murray Grabhorn of the KHJ sales department has been appointed sales manager of KHJ, and Lou Humason has resigned from the selling staff of KFRC. All the changes are effective Oct. 9. Mr. Tyson has not announced future plans.


*The New*

**WBAL**

**BALTIMORE**

**Has Increased Its Signal Strength In Baltimore**

**MORE THAN 200%**

**and at the same time actually improved its service to neighboring territory.**

*Maryland's Only High Power Station*

FREDERICK R. HUBER, *Director*


# NAB Convention Launches New Era

*(Continued from page 14)*

issue, now have been eliminated as to hours of labor and pay, since the Actors Equity Association which kicked up the initial controversy at the code hearing last month, now appears interested in actors' welfare in only three or four large talent centers.

Mr. Guider said he felt the code, as finally adopted, will merely provide that a temporary code authority decide whether actors should be taken into consideration in the code.

A saving factor in the code negotiations with NRA was the fact that the broadcasting industry has only one trade association. Administration of the code by the NAB, he said, was opposed by labor, with the suggestion that non-member stations be placed on the code authority. Because the NAB has something less than 50 per cent of the stations as members, the NRA was disposed not to have it constituted as the code authority.

It now appears, Mr. Guider stated, that a temporary code authority will be appointed for 90 days, to administer the code, look into complaints alleging violation and otherwise enforce the provisions. The temporary code authority, it is expected, will consist of Mr. Nockels, Emil Denemark, WEDC, Chicago; I. Z. Buckwalter, WGAL, Lancaster, Pa.; Mr. McCosker; Mr. Bellows; Mr. Russell; John Elmer, WCBM, Baltimore; Mr. Baldwin and Mr. Shepard, the latter now serving as a special industry advisor to NRA. Mr. Baldwin is industry advisor.

The hope, he said, is that the temporary code authority, upon completion of its 90-day tenure, will recommend to the NRA that the NAB be made code authority, not through its board of directors but through a special code authority or committee.

Mr. Guider described the difficulties encountered in launching the code preparations. "If anybody ever struggled in a sea of ignorance trying to get going", he declared, "it was the broadcasters." There was evidence of lack of standardization and simple facts could not be secured from the industry, he declared, in urging strongly when stations cooperate in supplying such data. It was "like going to battle without ammunition."

### Code Trade Practices:

ON TRADE practice provisions of the proposed code, which precipitated so much controversy in committee consideration, several controversal provisions were eliminated altogether. The provisions dealing with payment of commissions for business—the most controverted of the stipulations—were modified so as to apply only to so-called "unearned commissions."

He discussed the provisions outlawing contingency business, and introduction of standardized practices as to sale of time. Another provision adopted since the original draft, provides that no network or station shall provide remote facilities gratis in a way that would nullify the effect of the provision against deviation from card rates.

In conclusion, Mr. Guider said it is not easy to make the code function perfectly. In attempting to eliminate certain bad practices it was necessary to strike down good ones.

In discussion on the code, Leon Levy, WCAU, asked whether the Radio Commission would likely take into consideration violation of trade practices of the code by stations. Mr. Guider pointed out that confusion exists as to where the Commission's regulation of broadcasting ends and the NRA's begins. This, he said, "is in the lap of the gods. The code, however, he said, carries a punitive provision of a $500 fine for its violation.

Under further questioning, Mr. Guider stated that there is danger that pressure from labor may force a flat reduction of 10 per cent in hours through issuance of an executive order by President Roosevelt, with the object of putting more unemployed to work. This, he said, would work a great hardship on stations.

The concluding session, held Wednesday afternoon, was open only to accredited members of the NAB. The members heard first a report from Mr. Baldwin, who served as NAB representative at the recent North American Conference held in Mexico City, for a redistribution of broadcasting wave lengths. Mr. Baldwin's remarks and recommendations were essentially the same as those published in the Sept. 15 issue of BROADCASTING.

### Legislative Outlook:

AS CHAIRMAN of the legislative committee, Mr. Bellows outlined to the convention, in executive session, the status of legislation not only in Congress but in the states. Members of Congress, he said, are more worldly wise on radio than ever before, largely because of the work done by broadcasters in acquainting their Congressional delegations with the subject. He urged continuance of this policy not only for the good of the public, but of the industry. An informed legislator in virtually every case, he said, is "sympathetic to radio."

Regarding the possibility of an exhaustive investigation of broadcasting at the forthcoming session of Congress, Mr. Bellows said he felt the chances of this were slim, primarily because of the lack of funds and also because a feeling exists that such an inquiry is unnecessary. He said that danger lurked in tax legislation which might affect broadcasting, but he did not believe there is a "Chinaman's chance" for the enactment of copyright legislation.

### Fitzgerald Urges Contacts:

CONTACT with the public through the microphone was urged by Mr. Fitzpatrick as a form of public relations just as essential as the contacts with Congress. He described the campaign over WJR which he personally conducted in a series of Sunday programs called "Radio Realities", in which he told of the romance of broadcasting and answered the charges of critics of commercial radio. "I was amazed by listener interest and response we received", he said.

Mr. Fitzpatrick urged other stations to follow the same procedure. He said he had requests from 126 stations for copies of his talks, and finally had them compiled in a book of which 1,100 copies were sent out. This book, he asserted, now is used in schools and libraries for student reference. "Due to these splendid results, I would urge all NAB members to go home and put on similar programs. WJR will help you."

For the membership committee, S. H. Bliss, WCLO, Janesville, Wis., chairman, reported that since the last convention the membership had increased from 224 to 276. The association, he said, was hampered by lack of funds in its membership drive.

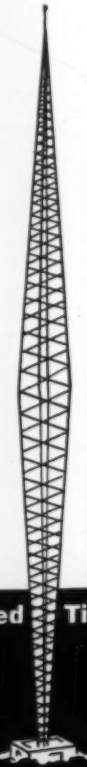
After Chairman Bellows of the resolutions committee had read to the membership a series of 11 resolutions, the most important of which had been discussed during the commercial and other sessions earlier in the convention, general discussion was opened on the transcription resolution. All of these resolutions are published elsewhere in this issue in full text.

After heated controversy and assertions that the Commission would never agree to eliminate the transcription announcement entirely, it was agreed that the commission be urged to allow such programs made especially for broadcasting be announced merely as a production of the concern


**We sell the South, and the South reciprocates by buying plenty. And that sells WSM to a large number of wise radio advertisers.**

**Read our schedule, and see what good company you'll keep on WSM.**

*Exclusive National Representatives*
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO ATLANTA DETROIT SAN FRANCISCO



Cleared Channel — Unlimited Time

**WSM**

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

*Owned and Operated by*
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

making such transcriptions.

The convention ran through the remaining 10 resolutions without serious controversy. Action on the resolutions of the Commercial Committee, previously acted upon, were ratified, several with slightly changed verbiage.

The election of officers followed a report by Harry Howlett, chairman of the nominating committee, in which he highly commended the McCosker administration. No action was taken with respect to the unprecedented situation created by the resignation of Leo B. Tyson as manager of KHJ, Los Angeles, who last year had been elected a director. The nominations committee asked that the matter be referred to the board.

### New Scale of Dues:

IN AMENDING the NAB constitution and bylaws, the convention, for the most part, adhered to the recommendations of the special committee made up of three past presidents — William S. Hedges, chairman; Walter J. Damm and Harry Shaw. Most important was the revision of assessment of dues. After Jan. 1, the monthly dues for active members will be two-tenths of 1 per cent of net sales of broadcasting facilities during the preceding months. Whereas the old arbitrary method of assessment according to power and station class last year yielded about $49,000, it is expected that the new system will bring in $60,000 to $65,000.

The revised dues provisions also provide that no member of the association shall pay less than $2.50 per month, and that the dues of members not operating or owning stations shall be $250 a year, paid quarterly. All station reports on the new percentage basis must be accompanied by a certified statement of the previous month's net sales.

Among other important changes in constitution was the creation of a new executive committee consisting of the president, treasurer and managing director to wield such powers as are delegated by the board.

### No Board Proxies:

THE convention also agreed to a provision for elimination of proxies at board meetings and at conventions, except by bona fide employes of the stations or the directors. Traveling expenses of board members were authorized to be paid at the rate of five cents per mile.

A change in the system of elections was agreed to as proposed. At future conventions, as a consequence, the president will appoint a committee of five representatives of the membership to nominate officers and board members. Any ten members of the association may present in writing at the annual meeting the name of any member to be included on the ballot for any office.

At the meeting of the new board of directors, called following adjournment of the convention, Mr. Loucks was reappointed managing director with his present salary of $10,000 per year. The board passed over all other matters, except for informal discussion, until Nov. 9 when it will hold a meeting in Washington. Among those matters was the question of the status of Mr. Schuette, who was hired at the last session until December.

At the banquet, which formally closed the convention, the BROADCASTING trophy was presented to Dr. Leon Levy, winner of the golf tournament, by Harry Howlett. Dr. Levy said he hoped he could use the cup to "catch the remains of ASCAP."

## "H. L." a Booster!

**IN PRIVATE CONVERSATIONS with friends, Henry L. Mencken, hard-spoken American critic who has just retired from the editorship of the American Mercury, has expressed a wholesome regard for the influence of radio—this despite his occasional criticisms of broadcasting. On Oct. 18 he is not only going to make his radio debut on an NBC-WJZ network, speaking as a friend and advocate of beer in an interview with William Lundell of NBC, but he is going to conduct a 25-piece brass band, provided by Frank Black, NBC music director, as part of his contribution to the collapse of the "noble experiment."**

## Unsought Power Grant To WMT Hit by WREC In Appeals Court Case

ORAL ARGUMENTS in the WREC-WMT case, which for the first time challenges the Radio Commission's authority to grant increased facilities to an applicant beyond those requested, were heard by the District of Columbia Court of Appeals Oct. 2.

Miss Fanney Neyman, acting general counsel of the Commission, argued that the Commission was not in error when it granted to WMT, Waterloo, Ia., an increase in power to 500 watts on the 600 kc. channel, whereas the applicant had requested 250 watts regular and 250 watts experimental. The Commission, she contended, concluded that it was obliged to "balance" power on this wave, a Canadian-shared channel, to insure that maximum service could be rendered to the public.

For the appellant, WREC, Memphis, George Strong, counsel, held that the Commission exceeded its authority by granting to WMT more than it had sought. Moreover, he argued that the Memphis station, which uses 500 watts on the same wave, would suffer interference through increase in WMT's power.

Paul D. P. Spearman, former assistant general counsel of the Commission, appeared as intervenor for WMT, and filed a brief supporting the Commission's action.

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B. F. GOODRICH RUBBER Co., Akron (tires) sponsored description of World Series by Tom Manning and George Hartrick over NBC network comprising WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR and WCKY, with special stations hooked up for single days. Agency: Lang, Fisher & Kirk, Cleveland.

## Evils in Tugwell Bill

*(Continued from page 19)*

the manufacturer to say in his advertising that his medicine will not cure constipation?

The Tugwell Bill, as interpreted by Prof. Tugwell, declares that an advertisement is false if any representation is made either directly or by ambiguity or by inference, which is contrary to general agreement of medical opinion. The courts have repeatedly ruled that they will not recognize any particular school of medicine. How, then, can there be such a thing as a general agreement of medical opinion?

Under the existing law, drug administration officials have repeatedly been asked to say who they considered the authorities that made up the consensus of modern day medical opinion. However, they have always refused to designate such opinion. But under the proposed new law, the advertiser is held guilty if his advertising does not conform to such opinion.

People will always demand remedies for self-medication. Most of them cannot afford to run to the physician for prescriptions for simple remedies.

The proprietary men do not believe that the broadcasters favor this Tugwell measure, at least those who have read the bill. Reputable manufacturers are desirous of conservative advertising and they believe that the broadcasters are ready at all times to cooperate with them. But the loose phraseology of the Tugwell bill constitutes a real threat to the business of advertising as well as to the industries at which it is aimed.

The manufacturers look upon the Tugwell bill as a nuisance measure, one that is completely out of harmony with the "new deal" and one that will increase unemployment and "upset the applecart" of business improvement.

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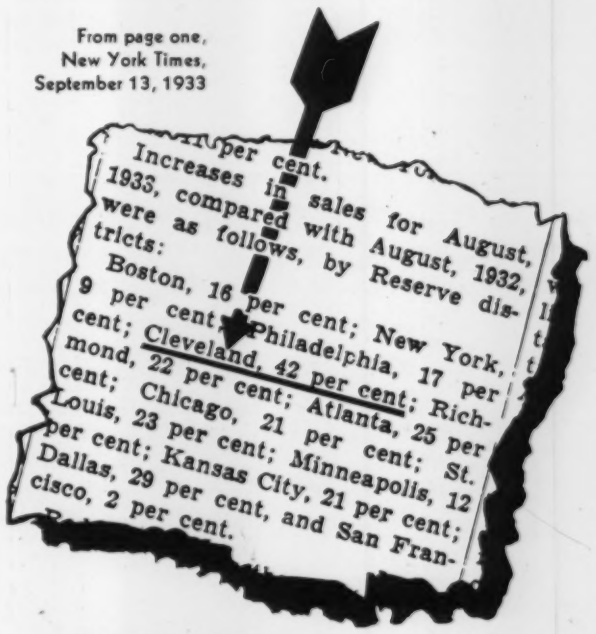
BRUNO WALTER, the distinguished German conductor who as a "non-Aryan", was ousted from his post as director of the German Opera, on Oct. 8 began directing the New York Philharmonic concerts broadcast over CBS for two hours each Sunday afternoon. He will wield the baton until Dec. 16 when he will be replaced by Arturo Toscanini and Hans Lange.


**EARNSHAW-YOUNG, Inc.**
HOLLYWOOD
**Announces the Appointment of**
**AUSTIN C. RING**
As Vice-President With Eastern Office at 1775 Broadway—Tel. Columbus 5-7171, New York City
Producers of Successful Radio Programs
**"Chandu, The Magician"**
**"Adventures of Detectives Black and Blue"**
**"Growin' Up"**
**"Kay Parker, The Hollywood Reporter"**
**"Omar Khayyam"**
**"The Count of Monte Cristo"**
**"Adohr, Opera of the Air"**
**Etc., Etc., Etc.**
RADIO ADVERTISING AND MERCHANDISING COUNSELORS



**LEADING THE NATION** *in retail sales increase!*

From page one, New York Times, September 13, 1933


per cent.
Increases in sales for August, 1933, compared with August, 1932, were as follows, by Reserve districts:
Boston, 16 per cent; New York, 9 per cent; Philadelphia, 17 per cent; Cleveland, 42 per cent; Richmond, 22 per cent; Atlanta, 25 per cent; Chicago, 21 per cent; St. Louis, 23 per cent; Minneapolis, 12 per cent; Kansas City, 21 per cent; Dallas, 29 per cent, and San Francisco, 2 per cent.

*The* **WGAR** **Broadcasting Co.**
JOHN F. PATT, *General Manager*
HOTEL STATLER CLEVELAND, OHIO
*Only Blue (NBC) Outlet in Northern Ohio*

ACTIONS OF THE

# FEDERAL RADIO COMMISSION

## OCTOBER 2 TO OCTOBER 14 INCLUSIVE

## Applications . . .

### OCTOBER 3

WCAC, Storrs, Conn.—Modification of license to reduce specified hours of operation.

WCAH, Columbus, O.—Extension of special temporary authorization to operate simultaneously with WOKO, WHEC, WHP and WFEA for six months from 11-1-33.

NEW, Silver Haven, Pa.—Voice of Southwestern Pennsylvania, Inc., for CP to use 800 kc., 1 kw., limited time, sunset Dallas (facilities WNBO, Silver Haven, Pa.).

KRMD, Shreveport, La.—Modification of license to change hours of operation from specified hours to unlimited; requests one-half facilities of KWEA, Shreveport, La.

KNOW, Austin, Tex.—Modification of CP granted 10-7-32 for move of transmitter to extend date of commencement and completion to 9-29-33 and 12-29-33 respectively.

WMBR, Tampa, Fla.—CP to move transmitter and studio to Jacksonville, Fla., and make changes in equipment amended to omit request for change in equipment.

WDGY, Minneapolis—Modification of CP granted 1-31-33 move locally to extend date of completion to 11-30-33.

Applications returned: NEW, John J. Kessel, Huntington, N. Y.—CP to use 735 kc., 12 w., D; NEW, M. L. Myers, Mansfield, O.—CP to use 1310 kc., 50 w., specified hours; NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP to use 1420 kc., 100 w., limited time (facilities KFYO, Lubbock, Tex. and KFPL, Dublin, Tex.); WQBC, Vicksburg, Miss.—Modification of license for change in hours of operation; KFXM, San Bernardino, Cal.—CP for changes in equipment and increase power from 100 w. to 100 w. night, 250 w. to LS; KRSC, Seattle—Modification of license to change frequency from 1120 to 1110 kc.

### OCTOBER 5

NEW, Newport, R. I.—S. George Webb, for CP to use 1320 kc., 250 w., unlimited time, amended as to data on equipment.

WICC, Bridgeport, Conn.—Modification of license to increase hours of operation. Change from specified hours to unlimited except 12:30 p.m. to 1 p.m. Monday to Friday inclusive and Wednesday 4:30 to 5 p.m. (facilities of WCAC as to hours).

WORC, Worcester, Mass.—Modification of special experimental authorization for 1280 kc., 500 w., unlimited to make changes in the equipment used.

NEW, Silver Haven, Pa.—Voice of Southwestern Pennsylvania, Inc., for CP to use 800 kc., 1 kw. limited time, sunset Dallas (facilities WNBO, Silver Haven, Pa.).

WCOD, Harrisburg, Pa.—CP to change transmitter and studio locally and make changes in equipment.

KBTM, Paragould, Ark.—CP to move transmitter and studio from Paragould to Jonesboro, Ark., and install automatic frequency control; amended as to exact transmitter location.

NEW, Shreveport, La.—Ark-La-Tex Radio Corp., for CP to use 1210 kc., 100 w., unlimited hours (facilities KWEA, Shreveport); amended as to transmitter location.

WJEM, Tupelo, Miss.—Modification of CP granted 12-9-32 to extend date of commencement and date of completion to 2-9-34 and 4-9-34 respectively.

WFBM, Indianapolis—Modification of license to change hours from specified to unlimited (facilities WSBT, South Bend, Ind.).

WSBT, South Bend, Ind.—Modification of license to change frequency from 1230 kc. to 1360 kc. and change in specified hours (facilities vacated by WJKS (now WIND), Gary, Ind.).

NEW, Lewiston, Idaho—H. E. Studebaker for CP to use 1420 kc., 100 w. unlimited time.

Application returned: NEW, Earl L. Smith and Ray D. Wilson, Muskogee, Okla.—CP to use 1210 kc., 100 w., limited time.

### OCTOBER 10

WHN, New York—Modification of CP granted 6-20-33 to extend date of completion to 12-1-33.

NEW, Laconia, N. H.—Northern Broadcasting Co., Inc. for CP to use 1310 kc., 100 w., unlimited (facilities WKAV, Laconia, N. H.); amended re equipment.

NEW, Near Brownwood, Tex.—Pecan Valley Broadcasting Co. for CP to use 1420 kc., 100 w., unlimited (facilities WDAH, El Paso, Tex.); resubmitted, corrections made.

NEW, Tuscaloosa, Ala.—Ark-La-Tex Radio Corp. for CP to use 1310 kc., 100 w., unlimited (facilities WAML, Laurel, Miss.); amended to request 1290 kc.

WDBO, Orlando, Fla.—Modification of license to increase power from 250 w. to 500 w. night, 1 kw. LS (facilities of WRUF, Gainesville, Fla.); amended to request 1 kw. day and night.

WQBC, Vicksburg, Miss.—Modification of license to change from D to specified hours; resubmitted, corrections made.

WJBY, Gadsen, Ala.—License to cover CP granted 9-22-33.

KVOO, Tulsa, Okla.—License to cover CP granted 11-17-31 for 25 kw.

WBRO, Birmingham, Ala.—Consent to involuntary assignment of license from Birmingham Broadcasting Co., Inc., to Frank M. King, receiver.

KWWG, Brownsville, Tex.—Consent to voluntary assignment of license to Port Arthur College.

KWWG, Port Arthur, Tex.—CP to move KWWG from Brownsville to Port Arthur, Tex., provided assignment of license granted.

KGDY, Huron, S. D.—License to cover CP granted 2-21-33, for changes in equipment and change frequency, power and hours of operation, from 1200 kc., 100 w., unlimited to 1340 kc., 250 w., D.

KOL, Seattle—CP to change transmitter locally, change equipment and increase power from 1 kw. day and night to 1 kw. night, 2½ kw. D.

NEW, Modesto, Calif.—Thomas R. McTammany and William H. Bates, Jr., for CP to use 750 kc., 250 w., D; amended to request 740 kc.

KSUN, Lowell, Ariz.—License to cover CP granted 6-30-33 for new station to use 1200 kc., 100 w. D.

Application returned: NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP to use 1420 kc., 100 w., limited time, also share time with KFPL and KFYO.

### OCTOBER 12

WMAS, Springfield, Mass.—Modification of CP granted 7-21-33 to extend commencement and completion dates and to change equipment.

NEW, Mansfield, O.—M. L. Myers for CP to use 1310 kc., 50 w., D (facilities WHBD, Mt. Orab, O.).

KSTP, St Paul, Minn.—Special experimental authorization to operate 25 kw. until LS to May 1, 1934; also CP to make changes in equipment.

KGIW, Trinidad, Col.—License to cover CP granted 8-18-33 to make changes in equipment and to move transmitter and studio to Alamosa, Col.

Application returned: NEW, Philip N. Hobson, Medford, Mass.—CP to use 1500 kc., 100 w., night, 250 w. LS; WDBJ, Roanoke, Va.—Modification of station license to increase night power from 250 w. to 500 w.; WGCM, Gulfport, Miss.—Renewal of station license; NEW, Sacramento, Cal.—P. B. Newman for CP to use 1490 kc., 5 kw., unlimited time.

## Decisions . . .

### OCTOBER 3

Set for hearing: WHOM, Jersey City, N. J.—CP to install new equipment and increase power from 250 to 500 w.; KQW, San Jose, Cal.—CP to make changes in equipment and increase D power from 500 w. to 1 kw. (facilities of KFWI).

WJAC, Johnstown, Pa.—Denied authority to reduce hours of operation on Mondays until Dec. 1.

### OCTOBER 6

WJBK, Detroit, Mich.—Granted modification of license for authority to operate on EST instead of CST as specified in existing license.

WIBM, Jackson, Mich.—Granted modification of license to operate on EST instead of CST as specified in existing license.

WSB, Atlanta, Ga.—Granted authority to use 5 kw. transmitter as auxiliary pending action on application for regular license covering use of 5 kw. transmitter as auxiliary.

Set for hearing: WFBM, Indianapolis—Modification of license to increase specified hours to unlimited (facilities of WSBT); WSBT, South Bend, Ind.—Modification of license to change frequency from 1230 kc. to 1360 kc., increase specified hours to 4/7 time (facilities formerly assigned WJKS (now WIND); WSAR, Fall River, Mass.—CP to move transmitter from Fall River to Somerset, Mass., and move studio locally in Fall River; also make changes in equipment; requests special experimental authority to increase day power from 250 w. to 500 w.; KJBS, San Francisco—CP to make changes in equipment and increase power from 100 to 500 w. (facilities of KFWI).

WDAE, Tampa, Fla.—Dismissed at request of applicant, application for CP 1220 kc., 1 kw., 2½ kw., LS, unlimited time (facilities of WRUF), heretofore set for hearing.

NEW, Central Broadcasting Co., Davenport, Ia.—Dismissed from the hearing docket, at request of applicant, application for facilities of WIAS.

WLCI, Ithaca, N. Y. (Ex. Rep. 510)—Denied as in case of default application for renewal of license, sustaining Examiner Hill.

### OCTOBER 10

WCOD, Harrisburg, Pa.—Granted CP to move transmitter and studio locally in Harrisburg.

WBAX, Wilkes-Barre, Pa.—Granted CP to make changes in equipment.

WKFI, Greenville, Miss.—Granted CP to move station from Greenville to Greenwood, Miss.

WLBC, Muncie, Ind.—Granted CP to make changes in equipment and increase power from 50 to 100 w.

WAMC, Anniston, Ala.—Granted modification of CP extending commencement date to Nov. 15 and completion date to Feb. 15.

KGFL, Roswell, N. M.—Granted permission to operate transmitter without approved monitor so that it may be sent to manufacturer to be recalibrated, for 30 days.

WMBH, Joplin, Mo.—Granted special temporary authority to operate from 3:30 to 6 p.m., CST, on Oct. 13 and 27, and Nov. 4 and 24, and from 3 to 6 p.m., CST, Oct. 19.

Set for hearing: WMBR, Tampa, Fla.—Consent to voluntary assignment of license to F. J. Reynolds, Inc.; also CP to move station from Tampa to Jacksonville, Fla.; WPFB, Hattiesburg, Miss.—CP to move transmitter and studio from Hattiesburg, Miss., to Tuscaloosa, Ala.; NEW, G. M. Duntley, San Francisco—CP for new station to operate on 930 kc., 500 w.; share with KROW (facilities of KFWI).

KLUF, Galveston, Tex.—Denied authority to reduce unlimited hours of operation to specified for period of 6 months ending May 1, 1934, and suspension of Rule 132 for that period.

KUOA, Fayettesville, Ark.—Denied authority to operate until 6:30 p.m., pending filing of application.

### OCTOBER 13

WNRA, Florence, Ala.—Granted modification of CP approving location change to Muscle Shoals City; change equipment and extend commencement date 15 days and completion date 105 days.

WJEM, Tupelo, Miss.—Granted modification of CP extending completion date to Feb. 2, 1934.

KNOW, Austin, Tex.—Granted modification of CP extending commencement date to Sept. 29 and completion date to Dec. 29.

WBHS, Huntsville, Ala.—Denied authority to remain silent pending decision on application to move or until arrangements can be consummated for new quarters.

KGBX, Springfield, Mo.—Denied authority to operate unlimited time pending decision on application of voluntary assignment license of KGIZ.

Set for hearing: NEW, Modesto, Calif.—Thos. B. McTammany and Wm. H. Bates, Jr., CP for new station, 740 kc., 250 w., D.

WCAH, Columbus, O.—Modification of license to increase day power from 500 w. to 1 kw.

WHAS, Louisville, Ky.—CP for changes in equipment and increase power from 25 kw. to 50 kw. (to be heard before Commission en banc on Nov. 22).

KNX, Los Angeles, Calif.—Modification of license to increase power from 25 to 50 kw. (also on Nov. 22).

WHDL, Tupper Lake, N. Y.—Application for special temporary authority to operate until 7 p.m. during Sept. and Oct., heretofore set for hearing, dismissed at applicant's request.

## Examiners' Reports . . .

NEW, Maurice Scott, R. D. Laird, W. M. Kahanowitz and I. Kahanowitz, Greenburg, Pa.—Examiner Hill recommended (Report 511; Docket 2142) that application for CP on 1420 kc., 100 w., D., be denied on grounds that financial showing was unsatisfactory, insufficient need shown for service, and interference probably would result.

KECA, Los Angeles; Don Lee Broadcasting System, Redlands, Cal.; KFBK, Sacramento; KTM, Los Angeles; KELW, Burbank, Cal—Examiner Walker recommended (Report 512; Dockets 1830, 1986, 1992, 1956, 1963, 1964 and 1957) that application of Don Lee System for CP on 780 kc., 500 w., unlimited time, be granted and that all other applications be denied. KECA had asked for transfer to 780 kc., KFBK had sought shift to 1430 kc., KTM and KELW had asked renewal on 780 kc. and voluntary assignment of license.

KFOR, Lincoln, Nebr., and NEW, Raymond M. Brannon, Freemont, Nebr.—Examiner Walker recommends (Report 513; Dockets 2055 and 2050) that application of KFOR for renewal of license be granted and that Brannon application for CP on 1500 kc., 100 w., D., be denied.

WBCM, Bay City, Mich.—Examiner Walker (Ex. Rep. 514) recommended denial of the application for an experimental increase in power from 500 w. to 1 kw. on 1410 kc. on the ground that it would cause interference with other stations.

## Delay in KYW Case

DECISION in the case involving KYW, Chicago, and the 1020 kc. clear channel, is being held up by the Radio Commission pending consideration of the operating contract as between the Westinghouse station, NBC and the Hearst interests. A favorable examiner's report, urging approval of KYW's application to move to Philadelphia, and denial of several competitive applications, already has been rendered. It is understood also that the contract entered into for lease of WMCA, New York, by a group of socially prominent young men, also is being scrutinized. Decisions are now expected Oct. 27.

## Tabulation of NAB Golf Meet Scores

### Gamble, Sutton Runners-Up To Dr. Levy, Cup Winner

SHOOTING the "Old White" course at White Sulphur Springs in a net score of 65, Dr. Leon Levy, WCAU, surpassed a field of 42 to win the BROADCASTING trophy in the NAB golf tournament Oct. 8. Dr. Levy shot a gross 91, which his handicap of 26 pulled one stroke below the net of his two nearest competitors, George O. Sutton, Washington attorney, and Don Withycomb, NBC, both of whom turned in scores netting 66.

Low gross scores were made by Attorney Sutton and F. R. Gamble, AAAA, both of whom toured the 18 holes in 80. The players, with their gross and net scores, respectively, follow:

J. P. Blair, Grieg-Blair, Inc., 83-71; W. J. Damm, WTMJ, 90-71; John Shepard, III, Yankee Network, 89-72; Earl Gammons, WCCO, 97-82; Phil Meyer, KFYR, 95-77; D. M. Patrick, attorney, 97-81; J. N. Littlepage, attorney, 93-75; Ed Voynow, Edward Petry & Co., 94-70; J. Leslie Fox, WSM, 93-69; Robert Boniel, Edward Petry & Co., 106-76; E. K. Cargill, WMAZ, 90-74; George O. Sutton, attorney, 80-66; Leon Levy, WCAU, 91-65; W. H. West, KSD, 110-81; Don Davis, WHB, 117-85; Herb Hollister, WLBF, 106-85; I. Z. Buckwalter, WGAL, 108-78; C. R. McCollough, WGAL, 92-74; C. W. Horn, NBC, 108-78; Harry Sadenwater, RCA Victor, 130-100; Bond Geddes, Radio Manufacturers Association, 97-77; William S. Hedges, KDKA, 104-77; J. W. Guider, attorney, 87-71; F. M. Russell, NBC, 103-83; L. D. Fernald, Scott Howe Bowen, Inc., 107-79; M. A. Howlett, WHK, 99-74; E. S. Howlett, WHK, 105-73; L. B. Wilson, WCKY, 100-73; N. A. Thomas, WDOD, 106-78; E. W. Winger, WDOD, 110-82; J. J. Storey, WTAG, 96-68; Don Withycomb, NBC, 95-66; H. E. Fellows, WEEI, 100-70; C. F. Gannon, Erwin, Wasey & Co., 97-72; F. R. Gamble, AAAA, 80-67; Stanley Hubbard, KSTP, 101-76; Paul Raymer, New York, 93-73; J. T. Lyons, WCOA, 106-74; L. A. Weiss, WJR, 112-80; Burt Squire, WGAR, 130-98; Scott Howe Bowen, 107-77; J. R. Lounsberry, WGR, 95-77.

## KWKH Transfer Order Fought in Two Appeals

AN APPEAL from a decision of the Radio Commission authorizing KWKH, Shreveport, La., operated by W. K. Henderson, to transfer its license to the International Broadcasting Co. for use of half time on the 850 kc. channel with 10 kw., was filed in the Court of Appeals of the District of Columbia Oct. 3 by WWL, New Orleans. WWL, using half time on 850 kc., had applied for KWKH's time and had won a favorable examiner's report which was reversed by the Commission. Contention was made that the Commission's action was contrary to the evidence and was "arbitrary, unreasonable and capricious." The appeal was filed by B. M. Webster, Jr., Paul M. Segal and George S. Smith, counsel for WWL.

The Ark-La-Tex Corp. has appealed from the same decision. Though not an original party to the proceeding, the appellant requested a stay order to restrain the Commission from making the KWKH ruling effective.

## Hearst Chief Succeeds William Hard Over NBC

TO DEVOTE more time to newspaper, magazine writing and lecturing, William Hard, for more than three years conductor of the feature "Back of the News" over an NBC network, is retiring from radio with his last broadcast Oct. 18. Mr. Hard's talks have been broadcast by NBC since 1929. During this time, as representative of NBC, Mr. Hard made three trips to Europe as radio commentator on important international conferences. On Oct. 23, and weekly thereafter, George R. Holmes, for 13 years chief of the Washington bureau of Hearst's International News Service, will occupy the period vacated by Mr. Hard. Mr. Holmes ranks as one of Washington's leading writers of national and international affairs.

ON AIR ON WHEELS—This is how WTAG, Worcester, Mass., demonstrated radio in a float in the big civic parade there on the occasion of the dedication of the city's new municipal auditorium.

## Dodge Sponsors Football

A LOCAL automobile sales company, Dodge Motor Sales, Chicago, is sponsoring the exclusive broadcasts over WGN, Chicago, of all home games played by the Chicago Bears and Chicago Cardinals, professional football teams. The series started Oct. 1 and will continue each Sunday afternoon for the duration of the schedules of both teams. Account is handled by Ruthrauff & Ryan, Chicago, with the national office of the sponsoring company understood to be sharing the costs with the Chicago distributor.

## Citrus Adds Four

FOUR MORE western stations have been added to carry the "Chandu" series for Citrus Soap Co., San Diego, Cal., placed through Earnshaw-Young, Los Angeles. They are KXA, Seattle, which started Sept. 26, and KWJJ, Portland; KORE, Eugene, Ore., and KMED, Medford, Ore. The Oregon stations started Oct. 3. Program is carried five nights weekly, having started on KNX, Hollywood, early in September.

AN INCREASE in the network rates for WEEI, Boston, an NBC-WEAF outlet, was announced by NBC Oct. 1, to take effect immediately. The new rates are $400 an hour, $250 a half hour and $156 a quarter hour for the periods from 6 to 11 p.m., Boston time, all other periods being half. This supersedes the rates effective since 1927, which were $250, $156 and $98.

## Portable Transmitter Given to City by KFWB

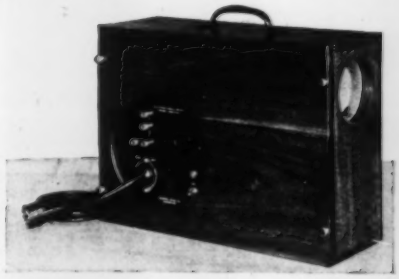
A PORTABLE broadcasting transmitter, valued at $125,000, has been presented to the city of Los Angeles by KFWB, Warner Brothers' Hollywood station, for use in emergencies to warn the populace of disasters. The presentation was made through Gerald King, manager of KFWB, and Jere O'Connor, city hall announcer for KFWB. The transmitter has been mounted on a high-speed truck and provided with warning sirens. The portable set is complete in itself as the generating power and mountable antenna are carried by the truck.

## Announcer Writes Book

JACK TIERNEY, chief announcer for WCAX, Burlington, Vt., has published his first book, a collection of humorous articles. The title is *How to Write a Book, and Other Household Hints.* Tierney is former newspaper reporter, columnist and cartoonist. His book carries a foreword by Fred Allen, the radio and stage comedian, and is published by the Northern Publishing Co., Rouses Point, N. Y. Cover design, in comic cartoon, is by the author.

RECIPROCATING for the frequent hookups it has with NBC for special events, WOR, Newark, on Oct. 7 turned over to NBC the special broadcast it had arranged of President Grau San Martin of Cuba and Col. Batista, new Cuban army chief, speaking from Havana. The program was arranged by Alfred J. McCosker, WOR director.


**PORTABLE CATHODE-RAY OSCILLOGRAPH**



THIS IS A new cathode-ray oscillograph contained in one compact assembly, ready for operation from the 115-volt, 60-cycle mains. It has a 3-inch screen of willemite and a 1000-volt electron beam. Ideal for waveform studies on broadcast transmitters.

PRICE $90 COMPLETE

Write for Bulletin EX-3306-B which describes the oscillograph in detail. Address

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

# Radio And The New Deal

*(Continued from page 15)*

him confidence. In the end, the advertiser is bound to find out.

We agencies, and I believe the advertisers, would like to see this done universally for all worthwhile stations in the country, thus giving us a complete map of effective reception for the entire country, or any major section.

What the undertaking needs, in my opinion, is some joint bureau, financed by the stations surveyed, on which the NAB, the agencies and the advertisers might be represented by a group of technical and advertising experts, to set standards, determine methods, hire and control engineers, supervise compilations and reports. This would be a distinct advance towards building a radio A.B.C.

### Listening Habit Surveys

SIGNAL STRENGTH measurements are merely the foundation, however, of the structure of facts we need to measure radio coverage —that is, effective coverage. Further studies should be made to determine how many of a potential audience are listening, when and how they listen, on what days, at what hours, and with how much preference for one program over another, for one station over another.

This work is being done now in a limited way, by the Cooperative Analysis of Broadcasting, which has been directed by Crossley, under the auspices of the A.N.A., and the joint sponsorship and financial support of agencies and advertisers. It was a fine piece of pioneering on the part of the A.N.A., and much credit is due them for initiating it. It has taught us a lot about radio listeners and stations and programs we did not know before.

The Cooperative Analysis of Broadcasting has been operating for about three years, and weaknesses naturally have arisen, which are having the earnest thought of the governing committee. The so-called "recall" method used in checking radio listeners needs to be validated or corrected to satisfy subscribers; also a more widespread area of field work and perhaps a more intensive survey in large centers.

After the present method has been thoroughly validated by experimental checks or modified to the satisfaction of the committee, coincident with an expansion of field work, a valuable and important body of current facts about radio coverage should result, including programs, stations and listener habits. Some of these facts would be of special interest to the advertiser and his agent, some to the broadcaster, but valuable to all. It would be an undertaking in which the stations themselves could well afford to participate first, because of the data available to them regarding their own medium and its listeners, and secondly, because of the better and more effective use it would enable sponsors to make of radio as an advertising medium. The more effective they make it, the better market there will be.

Such a body of facts regarding listener habits built up on a foundation of potential coverage of the stations would give us all a knowledge of radio not available for reader circulation through the A.B.C.

Of course everything can not be done at once. It takes time and it takes money to establish a radio A.B.C. We may at first have to work along separate lines, signal strength being supported by some groups and A.B.C. by others. Then, later on, we may be able to join the two projects under a single head and unify the job.

### Station Representation

THE OTHER major question before you is representation in the field of service and of selling. That has been gradually working itself out of a chaotic situation. When radio began to be a commercial factor, it sold time through anybody who had an order to place. Then it began to be more selective, to recognize only certain people, and these were, and still are, of various kinds. Some broker, some actively develop spot broadcasting business, some make records and build programs, and then there are the advertising agency which is and always has been in charge of a client's appropriation and advertising problem as a whole.

These three factors have been growing up together in radio service, have all had their part in building business for stations and programs for sponsors, and each is entitled to reward. But they cannot all be paid by the stations on one job; that might either rob the station of a decent profit or the advertiser of a fair return. No business in the long run can stand a triplicate tax for service, if the commissions are substantial.

It seems to me one commission should be paid for service and another for selling. If the advertising agency builds the program, it earns its agency commission; if the program bureau does so because the agency is not well equipped, then the bureau should be compensated for it. If the agency alone is allowed a commission, then it should pay for any program assistance it needs, either out of its commissions or by special arrangement with the client.

### Double Commissions

WE HAVE no such difficulties in the publication field because all good agencies are equipped by experience to render effective service. They seldom go outside for creative or placing talent; they have it themselves. In radio, there are a number of agencies which are not yet familiar with your medium, especially in the spot field, and need, or think they need, guidance in building programs, selecting and rehearsing talent, making records, appraising stations, securing periods, etc. They approach either a broker or a program bureau for assistance, and of course these have to be paid by someone.

In order to develop spot broadcasting at the start, the stations, or some of them, have been willing to grant a double commission to the broker or the program bureau to cover their service and include an agency commission. This does not work. It leads to demoralization of rates and to unfair competition.

There is no reason why all good agencies should not be able to do effective broadcasting; ideas and creative ability are the main qualifications, as in other forms of advertising. They have to learn to be showmen, of course, and this is within reach. It would be very helpful, in my opinion, if the NAB would build up a service and information bureau of its own for the guidance of agencies not fully equipped. That would make an excellent training school and develop much more interest in spot broadcasting on the part of those agencies which now regard it as somewhat unfamiliar to them. They naturally do not push a medium they hesitate to handle. It would also make the agencies less dependent on outside assistance, and the double commission problem solve itself.

### Press Policy Proposed

I AM a firm believer in a universal and level agency commission in all channels of advertising, as the most constructive and practical way to secure service. But I also believe that agencies should earn it by the service they render, or equip themselves to render, in the radio field quite as much as in publication channels.

The more you help them to do so, the better for you and for us. What they need is a start. The substantial and growing number of agencies equipped to handle radio are doing an excellent job—as effective as in any other advertising field.

The selling of radio time could be organized, it seems to me, along lines which prevail in publications: that is, by special representatives handling no competing units. Their compensation would differ with the size and importance of the station, as is true in newspaper selling.

That is where the value of verified facts comes in; the better known, the easier sold, and the lower the cost.

In the structure of national advertising, the agency is the adviser of the client and director of his expenditures for advertising, charged by him with the responsibility of making them productive. It receives a commission for making the advertising pay, and this, in turn, creates and maintains the market for publication space and radio time. Other factors contribute to that result; but are not in the same sense responsible for it.

Years of experience have proven the practical wisdom of such a relationship, which I believe, will continue indefinitely in the future.

### Lauds Young Report

THERE IS no better analysis of it than that made by Prof. James W. Young in his exhaustive study of the agency business. A copy of his book should be in the hands of every publisher and broadcaster interested in national advertising.

If the broker or program maker desires to qualify as an advertising agency, he will be welcome to

*(Continued on page 46)*


EFFECTIVE OCTOBER 1st

50% PREMIUM
ON SUNDAY TIME
REMOVED!

NO SUNDAY TIME AVAILABLE
BETWEEN 5:45 and 10:15 P.M.

OFFICES

| ST. PAUL | MINNEAPOLIS | CHICAGO | NEW YORK |
|---|---|---|---|
| Ford Billings | E. P. Shurick | Free & Steininger, Inc. | Paul H. Raymer |
| St. Paul Hotel | Radisson Hotel | 180 N. Michigan Ave. | 205 E. 42nd Street |
| Cedar 4400 | Bridgeport 3222 | Franklin 6373 | Murray Hill 4-0658 |

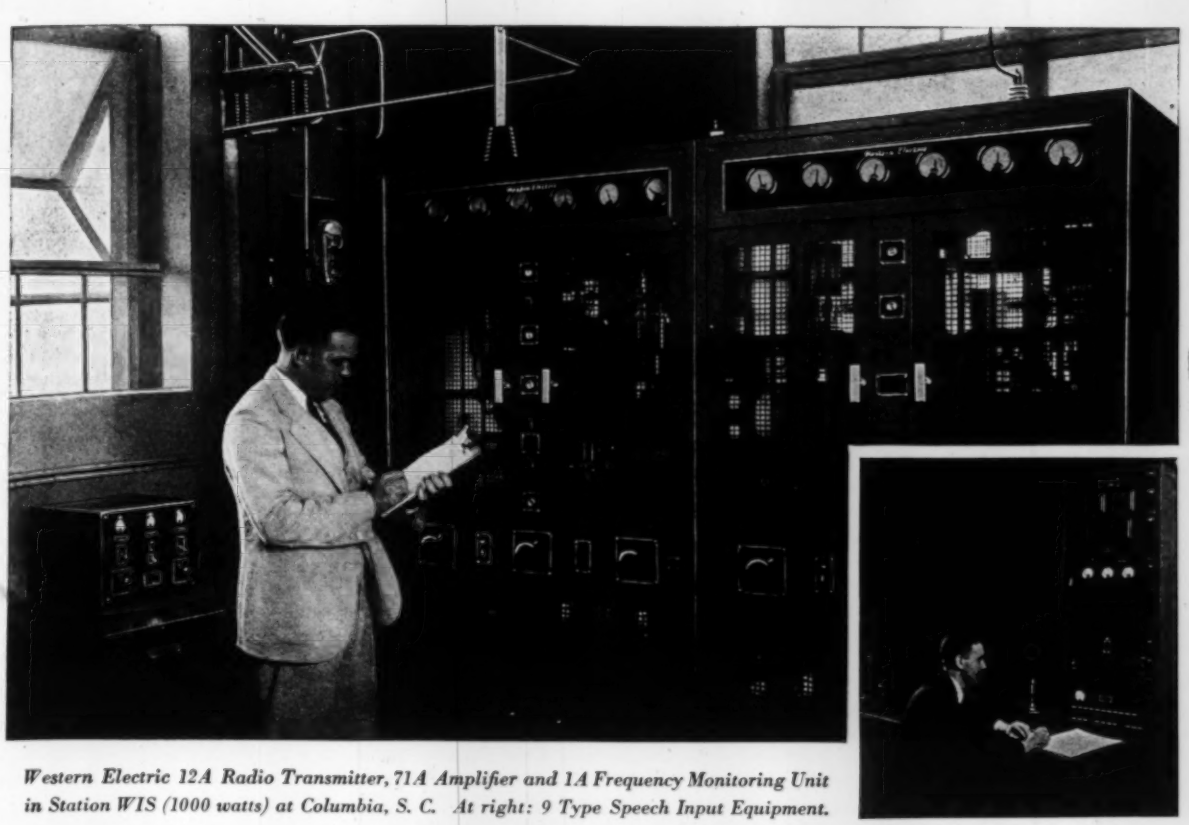
EFFECTIVE ADVERTISING

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

25,000 WATTS
DAYTIME POWER

The ONLY High-Powered Broadcaster on MORE THAN ONE-FOURTH of the Radio Dial



*Western Electric 12A Radio Transmitter, 71A Amplifier and 1A Frequency Monitoring Unit in Station WIS (1000 watts) at Columbia, S. C. At right: 9 Type Speech Input Equipment.*

# "Super-Station" Quality

## . . . *for stations of 100-1000 Watts!*

The Western Electric 12A Radio Telephone Broadcasting Transmitter puts highest quality transmission within reach of stations ranging in power from 100 watts to 1000 watts. Rated at 100 watts, the 12A—used with the 71A Amplifier—delivers 250 or 500 or 1000 watts.

Unusual compactness is a notable feature of this equipment—each cabinet requiring only 25" x 36" floor space. Installation is easy—connections are made directly to power supply mains. Push button control simplifies operation.

Other features: No rotating machinery—all transformers, rectifiers and control apparatus built in—apparatus fully enclosed, all high voltages eliminated when any door is open—all tubes radiation cooled—unusual frequency stability—100% grid bias modulation.

The 9 Type AC-operated single rack Speech Input Equipment, including the Moving Coil Microphone, when associated with this Western Electric transmitter, represents the most modern installation. The transmitter is recognized as the standard of excellence among those of small rated output. Send the coupon for full information.

GRAYBAR ELECTRIC CO. B10-33
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information on the Western Electric 12A Radio Transmitter, 71A Amplifier, and 9 type Speech Input Equipment.

NAME .....

ADDRESS .....

CITY ..... STATE .....

**Western Electric**

RADIO TELEPHONE BROADCASTING EQUIPMENT

*Distributed by* GRAYBAR *Electric Company*

## Hogan on Television

(*Continued from page 30*)

services have been available. However, the terminal apparatus has been complicated and costly, and its operation has required considerable attention and skill. From other angles also, the systems would be expected to have little public appeal.

### Conditions of Success

SEVERAL YEARS ago I set down a series of requirements which I felt should be met by any facsimile reproducer that would be satisfactory for the home end of a broadcasting system. These requirements are:

1. Simplicity of design permitting sale at a price level approximating that of broadcast receivers.
2. Simplicity of operation permitting unskilled users to handle the device, and allowing it to run for long periods without attention.
3. Recorded pictures and text on plain paper, avoiding the nuisance and expense of photographic processes.
4. Visible recording, so that the user can be sure at all times that his receiving conditions are correct.
5. Continuous paper feed, so that it is not necessary to reload the machine for each picture.
6. Inked recording, for permanence and ease of handling of the resulting pictures.
7. High speed of operation, so that long waits for finished pictures are not necessary.
8. Adequate detail of reproduction to carry text at telegraphic speeds.

We set to work on the solution of these problems, and, I am glad to report, have succeeded in meeting each of the eight requirements. As in everything else, further improvement is possible. Nevertheless, we believe that we have today the transmitting and receiving apparatus that will support an acceptable facsimile broadcasting service.

We have chosen a balance between speed and refinement of detail which seems to meet most situations, namely, a paper speed of about ten square inches per minute with a resolution that reproduces clearly from five to eight letters per linear inch. This gives a text speed from 30 to 60 words per minute, the lower speed having of course the maximum legibility. Any other balance between these factors might be selected, and it may be desirable to provide for normal operation at either of two speeds, one for fast sketchy reproduction and the other for subjects in which higher detail is useful.

Our paper is fed from a continuous roll and is about 3½ inches wide, the picture or text line itself covering a 3-inch width. There are some advantages in using a 6-inch or even a 9-inch width, but the approximation of a single newspaper column, provided by the 3-inch paper has met with a good deal of favor.

The recorder is operated from an ordinary radio receiver working through a simple coupling unit. The modulation-band requirements are substantially less than for the transmission of sound, and the home user may switch his receiver back and forth between the loudspeaker for sound reception and the "radio-pen" for pictures. Better yet, for he thus gets a more nearly complete service, he may supplement his every day broadcast receiver with a somewhat simpler second receiver for simultaneous operation of his facsimile recorder.

### 1500-1600 kc. Suggested

THERE ARE no wave channels assigned exclusively to facsimile services today, so far as I know. Point-to-point facsimile services are carried on normal communication channels, I am informed, but there is no present provision for facsimile broadcasting. Obviously, a facsimile service should not be carried on the sound broadcasting channels from 550 to 1500 kc., except possibly in the hours between 2 and 6 a.m. Equally it should not be carried in the television channels, for since its signal is of a different type and it uses a different design of receiver, interference would be likely to result.

The proposed clearing of the 1500-1600 kc. band, however, offers the opportunity of setting aside a block group of channels totalling from 20 to 40 kilocycles, exclusively for facsimile broadcasting. It seems probable that public interest would be better served by providing in that way for this new service than by establishing ten new sound broadcasting channels from 1510 to 1600 kc.

In conclusion, let me ask and attempt to answer two questions. The first is: "Why should sound broadcasters desire to have the visual broadcasting services established and available?"

The answer is, it seems to me, that the combination of sound and sight offers to the broadcasters an extension of both their opportunities for public service and their opportunities for revenue. The possibilities are so great that all that has already been done in sound broadcasting may well seem small in comparison.

### What Industry Can Do

THE SECOND question is: "What can broadcasters do about visual broadcasting today?" The answers, it seems to me, are:

(1) Decide whether or not you feel that broadcasters themselves should take the lead in bringing visual broadcasting to the public, recognizing that you and not the receiving apparatus manufacturers were the leaders in the growth of sound broadcasting.

(2) If you consider that you should lead in this new industry and service, get first-hand information as to its present capabilities.

(3) If your investigation convinces you, as mine has convinced me, that both television and facsimile have now advanced to the point where they can reasonably serve an interested and eager public, I feel sure that your actions will speak for themselves.

Photo courtesy WASHINGTON HERALD

**BRITISH COLUMBUS — Arthur Riley, left, who is the Hearst newspapers' "Globe Trotter" on WMAL and WOL, Washington, is here shown interviewing S. P. B. Mais, distinguished British radio commentator who is in America on a "tour of discovery" and relaying his views back to England via short wave relays also being carried Friday afternoons on an NBC-WEAF network.**

## Benson on New Deal

(*Continued from page 44*)

our ranks, by expanding his service to the advertiser to include all media and dealing impartially with each. Only the media owner and his sales representative can afford to be partial in this respect.

So much for what seems to us an ideal set-up to aim at. But you have a situation to deal with here and now involving present sources of new business. You owe something to those who have pioneered in spot broadcasting and furnish a substantial part of your volume.

You must be fair to them and yourselves. It takes time to adjust such relations, and it takes time to develop the full strength of advertising agencies in the service of broadcasting. You need all the business you can get from recognized sources, which should be paid for their development of it each in his own way. But the sooner we distinguish between the job of selling time, of producing materials for broadcasting and of counseling and serving the advertiser, the better it will be for the medium as a whole. It is the duplication of service and pay and the indiscriminate mingling of them which should be corrected.

### A Common Aim

ALL THE factors in advertising broadcaster, publisher, advertiser and agency, have a common aim to make advertising pay. That is the source of our revenue and yours, which depends primarily on *results* to our mutual friend and client, the advertiser. * * *

Will the NRA movement improve the advertising and hence the broadcasting business? I believe it will, by restraining or reducing the worst element advertising has had to contend with: price demoralization in trade. That has undermined many a good will. With that under better control, competition will take a more upbuilding turn, along lines of quality and service, and these lend themselves to advertising. I believe we are on the verge of a golden age in advertising, not in the way of lavish expenditure, but more advertisers, more meritorious advertising, more reliable results, less chiseling and a fairer chance for all.

The NRA is a temporary move; the NAB and A.A.A.A. are permanent; we shall probably both be in business fifty years hence; we may even last long enough to see another Republican administration; so we cannot afford to put all of our eggs in the NRA basket; we must shape our policies for the long run.


## PROFESSIONAL DIRECTORY

**JANSKY and BAILEY**
*Consulting Radio Engineers*
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
*National Press Bldg. Wash., D. C.*

**RADIO RESEARCH CO., Inc.**
Broadcast Station Engineering
Instrument Design and Manufacture
*9th and Kearny Sts., N. E.*
*Washington, D. C.*

**GLENN D. GILLETT**
*Consulting Radio Engineer*
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
*National Press Bldg. Washington, D. C.*
*N. Y. Office: Englewood, N. J.*



## CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

**Broadcast Equipment**

If you haven't heard about the new broad range Triad Microphone, send for bulletin 6-G to Jenkins & Adair, Inc., 3333 Belmont Ave., Chicago.

**Situation Wanted**

Do you need the services of an engineer, capable of running your transmitter efficiently and economically, an engineer having 10 years' experience as chief engineer, designer and builder of one of the leading clear channel stations. Sober. Best references. Box 126, BROADCASTING.

**Help Wanted**

First-class radio commercial copy writer. Write us fully, giving age, experience, three references, salary expected, etc. All communications treated with strict confidence. Box 127, BROADCASTING.

**Radio Talent Wanted**

Undiscovered radio talent will be given encouragement, opportunity and management. Microphone and cabaret audience provided free at 11 West 51st St. in Radio City, Nellie Edwards, New York, N. Y.



## FOR SALE RADIO STATION STOCK

**Will sell 100%, 51% or 49% of stock in 500-1000 watt broadcasting station. Network outlet, full time. Located in city of 60,000, primary area 150,000. Now operating at annual profit.**

**Excellent opportunity for experienced interests to develop profitable enterprise. Reason for sale—other business interests.**

***Priced for Quick Sale***

**Address:**
**Box 128, BROADCASTING**

In your garden a hoe may do—but

# WHERE YOU'VE GOT GROUND TO COVER
# YOU NEED POWER

NRA MEMBER U.S. WE DO OUR PART

## IN IOWA, your radio advertising must move goods in many local markets. One "50 KW," WOC-WHO, covers them all.

PUT a dozen hoe-men in the field. They won't begin to do the job of a tractor and tandem-disc.

Likewise, you can put your product "on the air" from nearly a dozen other Iowa stations, without doing the sales job that you can get from Station WOC-WHO. It is the one way to cover Iowa by radio.

Broadcasting from the center of Iowa, with 50,000 watts on a cleared channel, WOC-WHO lays down a strong signal, day or night, in Iowa and adjoining territory.

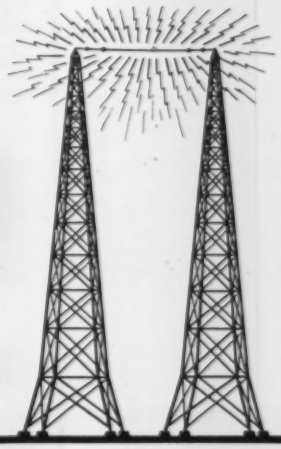
Excellent local and chain programs—with NBC-WEAF (Red) network headliners—have built for WOC-WHO one of the largest habitual audiences of any station in America—

—with correspondingly profitable results for radio advertisers.

CENTRAL BROADCASTING COMPANY
914 Walnut Street, Des Moines, Iowa • Phone 3-3251
CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373

"GROUND TO COVER"—In contrast to many territories, Iowa has never concentrated its consumers in one or two large cities. To sell Iowa, you must reach scores of cities, and hundreds of small towns. The primary day-time service area of WOC-WHO, shown on the map, includes forty-three cities over 10,000. With 50,000 watts, WOC-WHO gives you the coverage necessary to do a good selling job.

# WOC-WHO
## FULL-TIME, CLEARED-CHANNEL
# 50,000 WATTS



Iowa has ten commercial radio stations with total evening power of 4,000 watts

AND ONE STATION, WOC-WHO WITH 50,000 WATTS